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INCLUDING

## THE TELEVISION INDEX

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## WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Tuesday(18)

CBS- 9-9:30pm EST; DEBUT - Nothing But The Truth - LIVE from WCBS-TV(NY), 134 stations live, 17 kine. § Sponsor- Pharmaceuticals, Inc (Geritol) thru Edward Kletter Associates, Inc(NY); Comm Annrs- Dwight Weist, Bob Shepherd. § Pkgr- Goodson-Todman Productions(NY); Exec Prod- Gil Fates; Prod- Mark Goodson; Assoc Prod- Bob Stewart; Dir- Franklin Heller; Prog Annr- Berne Bennett. § Bud Collyer is m.c. for this new panel-quiz show, in which the panel tries to find out which of a group of three contestants is telling the truth when all three claim to be the same person. Each of the four regular panelists votes on which one they think is telling the truth after a question period, with the audience also voting by means of an electric machine which records a majority vote. After the voting, the contestants are awarded \$300 for each wrong vote. Regular panelists are singer Polly Bergen, newscaster John Cameron Swayze, comedian Dick Van Dyke and actress Hildy Parks. The program replaces The Herb Shriner Show (last show Dec 4) in this time spot.

CBS- 11:15-11:30pm EST; SPECIAL - Address by Prime Minister Nehru of India - LIVE from WTOP-TV(Wash), to the CBS net, also on a pool basis to the NBC net thru WRC-TV(Wash). § Sustaining, public service. § Pkgr- CBS Public Affairs(Wash); Prod- Lewis Shollenberger; Dir- Herbert Doris. § Prime Minister Jawahrlal Nehru of India makes his first address to the American public, speaking from the Pan-American Union Bldg. in Washington, D. C.

#### Thursday(20)

NBC- 10-11pm EST; HIGHLIGHT - Lux Video Theatre: "Hollywood's Musical Holiday Revue" - LIVE (COLOR) from KRCA-TV(LA), 145 stations live, none kine. § Sponsor- Lever Brothers Co thru J. Walter Thompson Co(NY). § Pkgr- J. Walter Thompson Co with Kintail Enterprises(LA); Exec Prod- Stanley Quinn; Prod- Earl Ebi; Staged By- Jack Donohue; Dir- Norman Morgan; Music Dir- Van Alexander; Exec Music Consult- Rudy Schrager; Art Dir- William Craig Smith; Costumes- Claja; Choreog- Miriam Nelson; Writer- Carroll Carroll. § First of five musical revues to be presented during the season over Lux Video Theatre, starring Gordon MacRae and guest singers, supported by a dancing and singing chorus. The first program in the irregular series salutes the hit songs subsequently used as the titles of hit motion pictures. MacRae is the regular host for dramas presented on the program. Future dates for the special musicals are not set at present. (Kintail Enterprises is the packaging firm of Gordon and Sheila MacRae).

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THIS WEEK(More)





THIS WEEK(Cont'd)

Saturday(22)

CBS- 2pm EST-concl; SPECIAL - Aluminum Bowl Football Game - LIVE remote from Little Rock, Ark., via New Orleans to Chicago to the net. § Co-op sponsorships. § Pkgr- CBS-TV with the National Assn of Intercollegiate Athletics (N.A.I.A.) and the Aluminum Bowl Assn; Prod- Pete Molnar; Dir- Dick Liesdendahl. § Telecast of the first annual football classic for the N.A.I.A., whose membership includes about 455 American colleges. St. Joseph's College of Collegeville, Ind., winner of the Indiana Collegiate Conference championship will meet Montana State College of Bozeman, winner of the Rocky Mountain Conference championship. Jim Boland will do the play-by-play, Larry Ray will handle the "color" and Red Grange will provide special analysis of the various plays during the game.

CBS- 10:30-11pm EST; DEBUT - You're On Your Own - LIVE from WCBS-TV(NY), no. of stations indefinite. § Sponsor- Hazel Bishop, Inc (All Cosmetics) thru Raymond Spector Co., Inc(NY); TV Acct Rep- Richard Blaine; Comm Anncr- Joann Jordan. § Pkgr- Barry & Enright Productions, Inc(NY); Prod- Howard Merrill; Prod Superv- Robert Noah; Dir- Tom Donovan; Music Dir- Paul Taubman. § Steve Dunne is m.c. for this new audience participation show, during which participants' rewards are based on their own resourcefulness rather than their knowledge of any particular subject. The answers to all questions are found somewhere in the studio; in directories, albums, etc. The quicker contestants get the correct answers to questions the more money they can win. The program replaces High Finance (last show Dec 15) in this time spot.

Sunday(23)

NBC- 9-10:30pm EST; SPECIAL - The Alcoa Hour: "The Stingiest Man in Town" - LIVE (COLOR) from WRCA-TV(NY), 96 stations live, 18 kine. § Sponsor- Aluminum Co of America thru Fuller & Smith & Ross, Inc(Cleve). § Pkgr- Theatrical Enterprises, Inc(NY); Prod- Joel Spector; Dir- Daniel Petrie; Music Dir- Camarata; Composer- Fred Spielman; Book & Lyrics- Janice Torre; Art Dir- Bob Jones; Sets- Kim Swados; Costumes- Motley. § An original musical play suggested by Charles Dickens' "A Christmas Carol," starring Basil Rathbone as Scrooge (see page E for other cast credits). The program is a special presentation, replacing the one-hour dramas usually seen at this time. The extra half-hour pre-empts The Loretta Young Show, 10-10:30pm EST, this time only.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Saturday Spectacular (Every 4th Sat, 9-10:30pm EST) Dec 22; "Holiday on Ice," starring Sonja Henie, with Julius La Rosa, Jaye P. Morgan, Ernie Kovacs (see page D for cast credits); Prod- Perry Cross; Dir- Sid Smith; Assoc Dir- Marcia Kuyper; Ice Choreog- Ted Shuffle; Music Dir- Harry Sosnik; Writer- Harvey Orkin; NBC Prog Superv- Julian Bercovici; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Boing-Boing Show; DEBUT Dec 16; Sun, 5:30-6pm EST; FILM (COLOR) from WCBS-TV(NY), to the net. § Sustaining. § Pkgr & Film Prod- UPA Pictures, Inc(LA) in assoc with CBS-TV; Exec Prod- Stephen Bosustow; Prod- Robert Cannon; Asst Prod- Bill Scott; Dirs- Various; Music Dir- Lyn Murray; Narrator- Bill Goodwin. § The UPA cartoon character, "Gerald McBoing-Boing," is star and host of this new cartoon program, during which several cartoon story-vignettes are presented each week, some starring the host.

NBC- NBA Professional Basketball Game of the Week (Sat, 2:30-approx 4:30pm EST) Add production staff: Prod- Perry Smith; Dir- Harry Coyle; Commentators- Curt Gowdy & Lindsey Nelson. Sponsors- (Various games, rotating quarters) Carter Products, Inc thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Bristol-Myers Co thru Doherty, Clifford, Steers & Shenfield, Inc(NY); Brown & Williamson Tobacco Co thru Ted Bates & Co., Inc(NY). (See page 114).







TALENT SHOWSHEET DECEMBER 14 - DECEMBER 23  
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Most of the shows on December 14, 15, 16 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, December 21. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Only first runs of a film series are listed. Running character series (not anthology), usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

SATURDAY DECEMBER 15  
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GEORGE GOBEL SHOW      NBC 10pm      Herbert Marshall, Anita Ellis(S)

SUNDAY DECEMBER 16  
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LAMP UNTO MY FEET      CBS 10am      The Script That Never Got Written - (O) Milton Wayne; with Darrin McGavin, Ward Costello, Henrietta Moore; (SD)

CAMERA THREE  
(James Macandrew)      CBS 11:30am      The Victorian Era: Hard Times - (O) Charles Dickens; (A) John McGilfert; with Pippa Scott, Robert Eckels, Margaret Hamilton, Francis Bethencourt, George Turner

FRONTIERS OF FAITH      NBC 1:30pm      The Music Student - (O) James Yaffee; with Joan Copeland, Lawrence Davidson(S), Elmer Lehr, House Jameson, Edgar Stehli, Guy Repp, Kermit Murdock, Adelaide Klein

WASHINGTON SQUARE  
(Ray Bolger)      NBC 4pm      with regulars & Stubby Kaye(C), Vincent Price, Richard Torigi(S)

77th Bengal Lancers  
(Phil Carey)      NBC 7pm      The Handmaiden - (O) George F. Slavin; with regulars & Patrick Whyte, Connie Dugovic, Keith McConnell, Peter Coe, Jacqueline Terry; (SD) George Archainbaud

ED SULLIVAN SHOW      CBS 8pm      Kill: Peter Lind Hayes & Mary Healy; Add: Rocky Marciano, Betty Johnson(S), Page & Eray(D), The Three Haucks(acro)

OMNIBUS  
(Alistair Cooke)      ABC 9pm      The Christmas Tie - (O) William Saroyan; with Helen Hayes, Iggye Wolfington, Ray Boyle. Drugstore: Sunday Noon - (O) Robert Hutchinson; (A) Horton Foote; with Miss Hayes, Enid Markey, Jacqueline Scott, Phil Abbott, Elizabeth Watts, Robert Bryan, Johnny LoBianco; Dir - Andrew McCullough; and Sandor Szabo & Kato Barczy (Hungarian actors)

CHEVY SHOW      NBC 9pm      Add: Dizzy Dean, Evelyn Rudie

MONDAY DECEMBER 17  
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Danny Thomas Show      ABC 8pm      Pride Takes a Holiday; with regulars & Claude Stroud

Burns & Allen Show      CBS 8pm      with regulars & Frank Wilcox, Susan Luckey, John Eldredge, Doris Packer; (SW&SD)

VOICE OF FIRESTONE      ABC 8:30pm      Jerome Hines

TALENT SCOUTS  
(Arthur Godfrey)      CBS 8:30pm      Frank Verna(S), Julia Cummings(C), Lou Norris(S)

I Love Lucy      CBS 9pm      with regulars & Candy Rogers, Pepito's Dancing Troupe

December Bride  
(Spring Byington)      CBS 9:30pm      Man Town; with regulars & Harry O. Tyler, Hank Patterson, Frank Richards, James Burke, Charles Watts, William "Bill" Phillips, Ben Miller, Phil Arnold; (SW&SD)

TOP TUNES & NEW TALENT  
(Lawrence Welk)      ABC 9pm      Denise Foster(S), Karen & Ingrid Gutberg(M)

ROBERT MONTGOMERY  
PRESENTS      NBC 9:30pm      Miracle at Iensham - (O) Richard Dimbleby; (A) Doria Folliott; with Barry Jones, Elsa Lanchester, Richard Derr, Nancy Wickwire, Russell Hicks, Sylvia Short, Leslie Barrie, Stafford Dickens, John Mackwood, Dennis Hoey

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MONDAY DECEMBER 17  
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|-----------------------------------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STUDIO ONE                        | CBS 10pm     | <u>Career</u> - (O) Mel Goldberg; with Barry Sullivan, Norma Crane, Shepperd Strudwick, Ivan Dixon, Wolfe Barzell, John Marriott, Donald McKee, Ray Miller, Joe Louis, Barney Ross, Jim Braddock, Tony Canzoneri, Gus Lesvenich, Ray Miller, Harry Balogh; Dir - Paul Nickell |
| <u>Douglas Fairbanks Presents</u> | WRCA 10:30pm | <u>The Last Tour</u> ; with Charlotte Thiele, Eva Pflug, Peter Capell, Gaby Fehling                                                                                                                                                                                           |

TUESDAY DECEMBER 18  
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<u>Cheyenne</u> (Clint Walker)	ABC 7:30pm	<u>The Trap</u> - (O) Leo Gordon; (A) Berne Giler; with Maggie Hayes, Rhodes Reason, Sally Fraser, Louis Jean Heydt, Walter Reed, Bob Hover
JONATHAN WINTERS	NBC 7:30pm	Toni Arden(S)
<u>Phil Silvers Show</u>	CBS 8pm	<u>Sergeant Bilko Presents Ed Sullivan</u> ; with regulars & Ed Sullivan, Marlo Lewis, John Wray, Ray Bloch; (SW&SD)
<u>Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>The Hanging Judge</u> ; with regulars & Mason Alan Dinehart, Damian O'Flynn, Lewis Charles, Hal Berard
<u>Broken Arrow</u> (John Lupton)	ABC 9pm	<u>The Conspirators</u> - (O) Harold Swanton; with regulars & Florenz Ames, Angie Dickinson, Edgar Barrier, Booth Coleman, Richard Collier, Cyril Delevanti, Hank Patterson, Ted Stanhope, Tris Coffin, Edward Earle; (SD)- Hollingsworth Morse.
<u>Jane Wyman Show</u>	NBC 9pm	<u>A Pound of Law</u> ; with Miss Wyman, Will White, Virginia Grey, Robert Osterloh
RED SKELTON SHOW	CBS 9:30pm	<u>San Fernando Goes Straight</u> ; with Ruth Hussey
<u>DuPont Theatre</u>	ABC 9:30pm	<u>The Blessed Midnight</u> - (O) William Fay; with Maureen O'Sullivan, Danny Richards, Jr., Frances Bavier, Carol Wells, Virginia Gregg; (SD) Lazlo Benedek
KAISER ALUMINUM HOUR	NBC 9:30pm	<u>Gwyneth</u> - (O) Elliot Baker; with Roddy McDowall, John Laurie, Rex Thompson, Joanne Linville, William Shatner, Nora Howard, Ian Wolfe, Fred Stewart, Margaretta Warrick, Ralph Sumter, Dan Morgan, Bryan Herbert; Dir - George Roy Hill
POLKA TIME	ABC 10pm	Grandis Lithuanian Folk Dancers

WEDNESDAY DECEMBER 19  
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|-----------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Death Valley Days</u><br>(Stanley Andrews) | WRCA 7pm   | <u>The Last Letter</u> ; with William Pullen, Forest Stanley, Clint Eastwood, George Pembroke, Russ Todd, Joseph Sargent, Jack Reitzen, Eddie Erwin, Gregg Barton, Robert Sherman, Jacquelyn Park |
| ARTHUR GODFREY SHOW                           | CBS 8pm    | information not available at press time                                                                                                                                                           |
| <u>Hiram Holliday</u><br>(Wally Cox)          | NBC 8pm    | with regulars & Violet Rensing, Rene Korper                                                                                                                                                       |
| <u>Navy Log</u>                               | ABC 8:30pm | <u>Destination: 1600 Pennsylvania Ave, NW</u> ; with Harry Lauter, Walter Coy, Michael Whalen, Ralph Smiley                                                                                       |
| <u>Father Knows Best</u><br>(Robert Young)    | NBC 8:30pm | <u>The Angel's Sweater</u> ; with regulars & Ludwig Stossel, Katharine Warren                                                                                                                     |
| <u>The Millionaire</u><br>(Marvin Miller)     | CBS 9pm    | <u>The Story of Mildred Kester</u> ; with Peggy Weber, K.T. Stevens, Fredd Wayne, Harlan Warde, William Haade                                                                                     |
| KRAFT TV THEATRE                              | NBC 9pm    | <u>The Wonderful Gift</u> - (O) Bob Crean; with Mildred Dunnock, Conrad Nagel, Valerie Cossart, Ruth McDevitt, Clifford David, Enid Pulver Rudd                                                   |
| <u>Lilli Palmer Theatre</u>                   | WABD 9pm   | <u>The Ends of Justice</u> ; with Felix Aylmer, Kenneth Griffith                                                                                                                                  |
| <u>Ford Theatre</u>                           | ABC 9:30pm | <u>Duffy's Man</u> - (O) Frederic Brady; with Phil Carey, Walter Brennan, Phyllis Kirk, Steven Ritch, Tommy Randall, Robert Filmer; (SD) Anton M. Leader                                          |

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. The first part of the report deals with the general situation in the country. It is a very interesting and informative study of the country's development.        | SECRET | 1. The first part of the report deals with the general situation in the country. It is a very interesting and informative study of the country's development.        |
| 2. The second part of the report deals with the economic situation. It is a very interesting and informative study of the country's economic development.            | SECRET | 2. The second part of the report deals with the economic situation. It is a very interesting and informative study of the country's economic development.            |
| 3. The third part of the report deals with the social situation. It is a very interesting and informative study of the country's social development.                 | SECRET | 3. The third part of the report deals with the social situation. It is a very interesting and informative study of the country's social development.                 |
| 4. The fourth part of the report deals with the political situation. It is a very interesting and informative study of the country's political development.          | SECRET | 4. The fourth part of the report deals with the political situation. It is a very interesting and informative study of the country's political development.          |
| 5. The fifth part of the report deals with the cultural situation. It is a very interesting and informative study of the country's cultural development.             | SECRET | 5. The fifth part of the report deals with the cultural situation. It is a very interesting and informative study of the country's cultural development.             |
| 6. The sixth part of the report deals with the environmental situation. It is a very interesting and informative study of the country's environmental development.   | SECRET | 6. The sixth part of the report deals with the environmental situation. It is a very interesting and informative study of the country's environmental development.   |
| 7. The seventh part of the report deals with the international situation. It is a very interesting and informative study of the country's international development. | SECRET | 7. The seventh part of the report deals with the international situation. It is a very interesting and informative study of the country's international development. |
| 8. The eighth part of the report deals with the future of the country. It is a very interesting and informative study of the country's future development.           | SECRET | 8. The eighth part of the report deals with the future of the country. It is a very interesting and informative study of the country's future development.           |
| 9. The ninth part of the report deals with the conclusion. It is a very interesting and informative study of the country's conclusion.                               | SECRET | 9. The ninth part of the report deals with the conclusion. It is a very interesting and informative study of the country's conclusion.                               |
| 10. The tenth part of the report deals with the appendix. It is a very interesting and informative study of the country's appendix.                                  | SECRET | 10. The tenth part of the report deals with the appendix. It is a very interesting and informative study of the country's appendix.                                  |



WEDNESDAY DECEMBER 19  
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U.S. STEEL HOUR	CBS 10pm	<u>The Old Lady Shows Her Medals</u> - (O) J.M. Barrie; (A) Robert Anderson; with Gracie Fields, Biff McGuire, William Lemassena, Moyna MacGill, Josephine Brown, Lucie Lancaster, Ralph Bunker, John McLiam, Anthony Kemble Cooper, Pat O'Mally; (SD) Norman Felton
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THURSDAY DECEMBER 20  
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|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Sgt. Preston</u><br>(Richard Simmons)      | CBS 7:30pm | with regulars & James Lydon, Abel Frame                                                                                                                                                                                                                                                                |
| CIRCUS TIME                                   | ABC 8pm    | Dorothy Jarnac(D-panto), George Arnold and His Ice Trio, Joe Jackson(C), Eddie Hodges(S), Amen Brothers(acro), Cathalas Duo(perch act; postponed from previous week)                                                                                                                                   |
| <u>Bob Cummings Show</u>                      | CBS 8pm    | re-run of 12/22/55                                                                                                                                                                                                                                                                                     |
| CLIMAX!                                       | CBS 8:30pm | <u>Strange Hostage</u> - (O) Whitfield Cook; (A) Faith Ellen Smith; with Richard Eyer, Lori Nelson, Vic Morrow, Raymond Massey; (SD)                                                                                                                                                                   |
| <u>Wire Service</u><br>(Mercedes McCambridge) | ABC 9pm    | <u>High Adventure</u> ; with Scott Marlowe, Michael Landon, John Berardino, Julio Sebastian, Jan Arvan, Sarah Selby, Howard McNear                                                                                                                                                                     |
| <u>People's Choice</u><br>(Jackie Cooper)     | NBC 9pm    | with regulars & El Brendel, Hollis Irving, Christine Nelson, Harry Jackson, Chester Stratton; (SW&SD)                                                                                                                                                                                                  |
| PLAYHOUSE 90                                  | CBS 9:30pm | <u>The Family Nobody Wanted</u> - (O) Helen Doss; (A) George Bruce; Tim Hovey, Lew Ayres, Nanette Fabray, Tyler McVey, Bill Goodwin, Candace Lee, Deborah Hengen, Warren Hsieh, Dick Hong, Steven Ing, John Ing, Clifford Botelho, Phil Coolidge, Helen Kleebe, Nora Marlowe; Dir - John Frankenheimer |
| THE FORD SHOW                                 | NBC 9:30pm | Lee Aaker, Rin-Tin-Tin                                                                                                                                                                                                                                                                                 |
| LUX VIDEO THEATRE<br>(Gordon MacRae)          | NBC 10pm   | <u>Hollywood's Musical Holiday Review</u> - (O) Carroll Carroll; with Nelson Eddy(S), Jeanette MacDonald(S), Shirley Jones(S), Phil Harris(S), Jack Cassidy(C); Dir - Norman Morgan                                                                                                                    |

FRIDAY DECEMBER 21  
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<u>Douglas Fairbanks</u> <u>Rheingold Theatre</u>	WRCA 7pm	<u>Silent Night</u> - (O) Alan Jenkins & Paul Tabori; with Oliver Hassenkamp, Gerard Heinz, Eva Meinicke; Narr: Douglas Fairbanks. (Also seen, WRCA: Dec. 22, 6pm & 11:15pm; Dec. 24: 10:30pm)
<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	re-run of 10/14/55 & 1/6/56
<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>The Return of Alcibiade</u> - (O) Kate Chopin; (A) Margaret Fitts; with regulars & Judi Boutin, Peter Walker, Johnny Lee, Ernestine Wade, Ivan Treseault
<u>West Point</u>	CBS 8pm	<u>Christmas Present</u> ; with Don Eitner, Tyler McDuff, David Rollins, Race Gentry, Jackie Loughery, Larry Thor, Helen Spring, Shirley Buchanan, Susie Hawkind, Leilani Sorenson; (SD)
<u>Life of Riley</u> (William Bendix)	NBC 8pm	<u>The World's Greatest Grandson</u> - (O) Albert E. Lewin, Burt Styler; with regulars & Emory Parnell, Reta Shaw, Joe Flynn; (SD)
<u>Crossroads</u>	ABC 8:30pm	<u>Our Christmas Tree</u> - (O) Frank L. Moss; with Don Taylor, Jean Willes, Rhys Williams, Katherine Warren, Percy Helton, John Dierkes, Betty Farrington, Harrison Lewis, Irving Mitchell, Pauline Drake; Dir - Ralph Murphy
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>Muletown Gold Strike</u> - (O) Aaron Spelling; with Rory Calhoun, Barbara Eiler, Parley Baer, Dabbs Greer, Arthur Space, Denver Pyle; Dir - John English
WALTER WINCHELL SHOW	NBC 8:30pm	Frankie Lyman and the Teenagers(S), Eddie Fisher(S)
<u>Crusader</u> (Brian Keith)	CBS 9pm	<u>The Cop Killer</u> ; with regulars & Rusty Lane, James Anderson, Cynthia Leighton
<u>On Trial</u> (Joseph Cotten)	NBC 9pm	<u>The Fourth Witness</u> - (O) Merwin Gerard; with Dane Clark, Mala Powers, Mike Winkelman, Herb Ellis, Frank Gerstle, Simon Scott, Gloria Clark, James Stone





FRIDAY DECEMBER 21  
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|------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Schlitz Playhouse</u>     | CBS 9:30pm | <u>A Light in the Desert</u> - (O) Margaret Cousins; (A) Richard Collins; with Lew Ayres, Virginia Field, Anthony George, Pilar del Rey, George Eldridge, Jim Goodwin, Tom Fadden, Keith Britton; Dir- Jules Bricken |
| BIG STORY<br>(Ben Grauer)    | NBC 9pm    | <u>Dom Frasca, Reporter: Plainfield(N.J.) Courier-News</u> - (A) Gail Ingram; with Joe Silver, Warren Oates, Tommy Halloran, Mary Lou Taylor, John Gibson, Francesca Bruning, Danny Dennis, Mary Michael             |
| <u>Lineup</u><br>(Tom Tully) | CBS 10pm   | <u>The Deadwood Case</u> ; with regulars & Ralph Moody, Iris Adrian, Henry Slate, Tom Dillon                                                                                                                         |

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 14 - FRIDAY DECEMBER 21  
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GOOD MORNING (Will Rogers, Jr.)	CBS 7am	12/17 - Jimmy Nelson & "Farfel" (ventril), Frank Fontaine(C); 12/18 - Tom Scott(S), Steve Lawrence(S), Frank Fontaine(C); 12/19 - George DeWitt; Johnny Desmond(S), Frank Fontaine(C); 12/20 - Al Hibbler(S), Frank Fontaine(C); 12/21 - Bobby Hackett Quintet(M), Frank Fontaine(C)
GARRY MOORE SHOW	CBS 10am	12/19 - The Mellolarks(S); 12/21 - Earl Hall(C), Martha Davis & Spouse(S-C)
NBC MATINEE THEATRE	NBC 3pm	12/17 - <u>Prominent Citizen</u> - (O) A.B. Shriffrin; (A) Richard Wendley; 12/18 - <u>Head of the Family</u> - (O) S.S. Schweitzer; 12/19 - <u>The Password</u> - (O) Helen Cotton, 12/20 - <u>Late Love</u> - (O) Rosemary Casey; (A) Gail Ingram; 12/21 - <u>Eugenie Grandet</u> - (O) Honore de Balzac; (A) Betty Ulius; with Peggy McCay, Val Dufour, Dayton Lummis, Lillian Bronson
MODERN ROMANCES	NBC 4:45pm	<u>Strictly Personal</u> - (O) Michelle Cousin; with Phyllis Hill, Gloria Stroock, Don Briggs, Pamela Fitzmaurice; (SD)
TONIGHT	NBC	(Mon&Tue - Kovacs): 12/17 - Ink Spots(S); 12/18 - Buddy Weed(M), Lynn Taylor(S); (Wed-Fri - Allen): 12/19 - Gene Rayburn, (emcee), Nancy Malone; 12/20 - The Martins(S); Gwen Harmon, Timothy Grey, Presly Marker, Don McKay; 12/21 - David Ross (readings)

SATURDAY DECEMBER 22  
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|                                          |            |                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>The Buccaneers</u><br>(Robert Shaw)   | CBS 7:30pm | <u>Mr. Beamish and the Hangman's Noose</u> ; with regulars & Lewis Gedge; (SD)                                                                                                                                                                                                                                              |
| PERRY COMO SHOW                          | NBC 8pm    | Rosemary Clooney(S), Gail Clooney(S), Glenn Derringer(M)                                                                                                                                                                                                                                                                    |
| <u>Oh! Susanna</u><br>(Gale Storm)       | CBS 9pm    | <u>Capri</u> - (O) Al Gordon & Hal Goldman; with regulars & Roy Roberts, Paul Picerni, Tony Romano, Albert Villasaite; (SD) Charles Barton                                                                                                                                                                                  |
| SATURDAY SPECTACULAR                     | NBC 9pm    | <u>Holiday on Ice</u> - (O) Harvey Orkinl with Sonja Henie, Julius La Rosa(S), Jaye P. Morgan(S), Ernie Kovacs(C), The Goofers(M), Al Kelly(C), Karen Smith, Maureen Arthur(S), Peter Hanley(S); Skaters: Sonja Henie's Ice Company & Buddy LaLonde, Hayes Alan Jenkins, Dru & Difon; Host: Art Linkletter; Dir - Sid Smith |
| <u>Hey, Jeannie!</u><br>(Jeannie Carson) | CBS 9:30pm | Jeannie the Cook; with regulars & Rolfe Sedan                                                                                                                                                                                                                                                                               |
| <u>Gunsmoke</u><br>(James Arness)        | CBS 10pm   | with regulars & Constance Ford, Denver Pyle, Michael Emmet                                                                                                                                                                                                                                                                  |

SUNDAY DECEMBER 23  
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<u>Wild Bill Hickok</u> (Guy Madison)	CBS 12:30pm	<u>The Golden Rainbow</u> ; with regulars & Tom Monroe, John Berardino, Lucien Littlefield, Park MacGregor, Lis Slifer
<u>Telephone Time</u> (John Nesbitt)	CBS 6pm	<u>The Sergeant Boyd Story</u> - (O) Donald S. Sanford; with Pat McVey, Grant Richards, Michael Galloway, Al Teige, Mike Mazurki; Dir - Erle Kenton

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*Journal of Management Studies*, 19(1), 67-80.

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1. The first of the two is a list of the names of the persons who have been in contact with the subject since the date of the last report. This list is to be prepared by the person who has been in contact with the subject and is to be submitted to the person who is responsible for the case.

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SUNDAY DECEMBER 23(Cont'd)  
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|                                            |            |                                                                                                                                                                                                                              |
|--------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Air Power</u>                           | CBS 6:30pm | <u>Fools, Daredevils &amp; Geniuses</u> - (O) Charles Romine; with Art Carney, Walter Cronkite(narrators); Music by Frank Smith; Cond: Alfredo Antonini                                                                      |
| <u>77th Bengal Lancers</u>                 | NBC 7pm    | <u>Shadow of the Idol</u> - (O) Lee Erwin; with regulars & Patrick Whyte, Sean McClory, June Vincent, Harvey Grant, Norman Fredric, Lou Klugman;(SD) - Douglas Heyes                                                         |
| <u>Circus Boy</u><br>(Mickey Braddock)     | NBC 7:30pm | <u>The Good Samaritan</u> ; with regulars & Robert Foulk, Percy Helton, William Lally, Barry Froner; (SW&SD)                                                                                                                 |
| ED SULLIVAN SHOW                           | CBS 8pm    | Gracie Fields, Kaye Ballard(C), Victor Julian (dog act), Annie Cordy(S), The Half Brothers(juggling, unicycle), Varvel & Bailey & Les Chanteurs de Paris(S), Dolores Wilson(S)                                               |
| STEVE ALLEN SHOW                           | NBC 8pm    | Martha Raye(C), Alan Young(C), Vienna Boys Choir, Collins Kids (S), Ricky Vera                                                                                                                                               |
| GENERAL ELECTRIC<br>THEATRE(Ronald Reagan) | CBS 9pm    | <u>A Child is Born</u> - (O) Stephen Vincent Benet; (A) Bernard Herrmann; with Nadine Conner, Robert Middleton, Robert Wagner Chorale(S)                                                                                     |
| ALCOA HOUR                                 | NBC 9pm    | <u>Stingiest Man in Town</u> - (O)Janice Torre(book & lyrics); with Vic Damone(S), Johnny Desmond(S), The Four Lads(S), Basil Rathbone, Patrice Munsel(S), Martyn Green(S), Robert Weede, Betty Madigan; Dir - Daniel Petrie |
| <u>Alfred Hitchcock</u>                    | CBS 9:30pm | <u>Mr. Blanchard's Secret</u> - (O) Emily Neff; (A) Sarett Rudley; with Mary Scott, Robert Horton, Meg Mundy, Dayton Lummis; (SD) Alfred Hitchcock                                                                           |

1. The first step in the process of identifying a problem is to recognize that a problem exists. This involves gathering information about the situation and identifying the specific issue that needs to be addressed.

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*Journal of Management Studies*, 19(1), 67-80.

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1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

*Journal of Management Studies*, 19(1), 67-80.

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1. The first step is to identify the problem or goal. This involves understanding the current situation and what needs to be achieved.

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# Ross Reports ON TELEVISION

DECEMBER 19, 1956

VOLUME 8 NUMBER 51 A

EDITOR: Jerry Leichter

## THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

NBC President Robert W. Sarnoff sized up the programming situation this way last Friday in Miami Beach: "Today television is at a crossroads: one fork has color signposts and points to programming created for the medium itself, with emphasis on live service. The other fork follows a detour to a reservoir of motion picture film, built up over the past 20 years. At NBC, we have carefully weighed alternatives for the network and our owned stations. We have decided that television's future rests along the route we now chart. We shall continue our emphasis of live television, on fresh new programs designed for the medium, and on the development of color. We believe this is the way to maintain television's momentum and vitality." The NBC president also announced that the net will furnish specialized educational programs to all non-commercial educational stations, produced in NBC studios and furnished live to the stations over NBC's net lines. The education programs will consist of three half-hour presentations each week, with instruction in mathematics, the humanities and government. The project will begin in March, 1957, run for 13 weeks and resume in October for another 13-week period.

Paul Monash takes over as associate producer of Climax! Jan 1, serving under producer Edgar Peterson. He replaces another writer, Victor Wolfson, who has returned East to finish pre-publication work on a new book.....Jerry Hellman has moved over from to his post at Ashley-Steiner to become president of Unit Four Productions, producing organization of the Kaiser Aluminum Hour. The title is an amorphous one, since Hellman is not exec producer, the title held by Worthington Miner when he headed the organization, but acts more in the nature of a production liaison executive.....Paul Stanley has replaced Norman Felton for directorial assignments on Alcoa Hour-Goodyear Playhouse.....Elliot Silverstein and S. Robert Rowe will be the directors for U. S. Steel Hour during January.....John Newland, Perry Lafferty and Jim Sheldon will be the directors for Robert Montgomery Presents during January.....Hallmark Hall of Fame's next production will be "The Lark," with Julie Harris and Boris Karloff on Sunday, Feb 10.....Charles Gussman becomes the writer for Search for Tomorrow after the first of the year, replacing Irving Vendig.....Frank Musiello has added to his other duties with the Godfrey organization by acting as exec producer of the Wednesday Arthur Godfrey Show.....General Electric Theatre winds up its season's schedule of live shows this month, the shortest since the current MCA-Revue series started for the sponsor on Sept 26, 1954. The program started as an all-film series the year before that, produced by another organization, and now will probably return to an all-film weekly series, continuing thru next season on the same basis.....Howdy Doody celebrates its ninth NBC birthday on Dec 29, marking the 2,148th telecast since it debuted on the net on Dec 27, 1947, as Puppet Playhouse Presents.

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(MORE)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.





Although all assignments are not set, NBC says that five syndicated newspaper columnists will head the new Tonight show staff, operating from New York, Chicago and Los Angeles. Dick Linkroum, exec producer of the Today-Home-Tonight shows, says that the new Tonight, starting Jan 28, will be a "combination Wide Wide World and Today which will focus on what America is doing after dark, both in entertainment and news. The new Tonight will provide entertainment as it happens in nightclubs, hotels and jazz spots across the country." There'll also be plenty of news and weather inserts. The program will be controlled from New York, with Norman Frank as New York producer and casting director (at NBC, 1270 6th Ave., New York 20). The show will use music and variety stars or unknown music and variety talent. Frank does not want to be called; he wants pics and resumes from the unknowns. Important segments of the show will include pick-ups in various cities with mobile units which will record what goes on in the cities after dark in the way of news, features and entertainment. (Norman Frank has been producer-director of The Jonathan Winters Show, but for the present he will only be producer, with Herb Kenwith in as director).

On the advertising side, Tonight will have an interesting pattern with its new format. It will be seen from 11:15pm to 1am in the Eastern Time Zone. From 11:15-11:30pm it will be offered on co-op sales on a local level. From 11:30pm-12:30am, the current pattern of two one-minute commercials and one station break will be in effect. From 12:30am the Eastern commercials of an hour earlier will be repeated for the Midwest, while stations in the East can cut away for local announcements.

KNXT(LA) is hailing the first regularly scheduled TV program to originate in Las Vegas. Called Fabulous Las Vegas, it will be seen once a month over KNXT, sponsored by P. Lorillard's Old Gold Cigarettes thru Lennen & Newell, Inc. First show is scheduled for Saturday, Jan 5, 11pm-12midnight PST, with the second show set for Feb 2. Winslo Productions will produce the show, with Stan Irwin, who heads Winslo with Larry Sloan, as producer of the program. KNXT's Dan Gingold will direct. The program will originate at the Conga Room of the Sahara Hotel, with acts drawn from various spots in Las Vegas. KNXT program director Don Hine will be exec producer for the show, which will use TV equipment flown from the CBS station, including a minimum of three cameras.

Jackie Gleason's salute to Eddie Cantor, "At Sixty-Five," to be presented from Hollywood on Jan 12 in place of the regular Gleason show that evening, will be produced by Jackie Gleason Enterprises, Inc. and Eddie Cantor, and will be written by Cantor, with music by Nelson Riddle and the orchestra. It will mark Cantor's 65th birthday (Jan 31) and his over 50 years as an entertainer.....You Asked For It, the ABC "stunt" show, is setting up permanent production units in Europe to record foreign sequences on film. A camera unit in Paris will cover France and adjacent countries, with other units operating from London and Mannheim, Germany.....Wells Fargo, a film series starring Dale Robertson as a detective for the old Wells Fargo Express Company, will replace Stanley over NBC in 5 or 6 weeks. The pilot (noted here on Nov 28) was shown on Schlitz Playhouse last Friday night as "A Tale of Wells Fargo". The series will be produced by MCA-Revue Productions thru Overland Productions, Inc., with Nat Holt as producer, following the pilot's credits.

PEOPLE GOING PLACES: James T. Aubrey, Jr., has joined the ABC TV net to take charge of programming and talent. He will have v.p. status. He has been manager of net programs for CBS TV in Hollywood.....Gil Stratton appointed sports director for KNXT(LA) and the CBS TV Pacific Network, also continuing with his on the air sports news assignments.....Sapphire Films, Ltd., English producers of Robin Hood, Sir Lancelot and The Buccaneers, Official Films' network program series, has opened an office in New York at 420 Madison Ave., with Peggy Phillips in charge as American story editor for the net programs and new properties for Sapphire.

GENERAL NOTE: The Mid-Week Special will not be published during the next two weeks because of the holidays. The next Special will be published January 9.





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# THE TELEVISION INDEX

PUBLISHED BY TELEVISION INDEX, INC.

## A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

NBC GENERAL LIBRARY



## THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday (25)

ABC-CBS-NBC - 6-7pm EST; SPECIAL - Hungarian Relief Benefit Show - LIVE from NBC's Ziegfeld Theatre(NY), via WRCA-TV to the NBC net, WABC-TV to the ABC net, WCBS-TV to the CBS net. § Sustaining, public service. § Pkgr- ABC, CBS, NBC Public Affairs Depts(NY); Prod- Fred Coe; Dir- Arthur Penn; Assoc Prod- Bill Nichols; Music Cond- Harry Sosnik; Sets- Willis Connor; Costumes- Consuela Gana; Writer- David Karp; Unit Mgr- Paul Jacobsen. § Special three-network benefit simulcast variety program in behalf of the Hungarian Emergency Relief Organization, supervised by George Wolf, (v.p. of Ruthrauff & Ryan, Inc.) originator of the project. Program hosts will be Arlene Francis, NBC; Garry Moore, CBS; and John Daly, ABC. The program will feature top stars from current Broadway musicals. The cost of the show's production will be shared by the three networks.

Thursday (27)

ABC- 10-10:30pm EST; DEBUT - Air Time '57 - LIVE from WABC-TV(NY), no. of stations indefinite. § Sponsor- U. S. Air Force Reserve thru Bozell & Jacobs, Inc. (Reserve underwrites show cost, ABC gives time as public service). § Prod- Allan Stanley(B&J); Dir- Hal Davis; Music Dir- Elliot Lawrence; Writer- Harvey Orkin. § Musical-variety show starring Vaughn Monroe as m.c. and vocalist, with guest singers and variety acts each week. The program replaces Ozark Jubilee in this time spot, with latter moving to Saturday, 10-10:30pm EST, effective Dec 29.

Saturday (29)

CTPN- 4-4:30pm PST; RETURN - Santa Anita Feature Races - LIVE from KNXT(LA),  
18 stations live - CBS TV Pacific Network. § Sponsor- Union Oil Company of  
California thru Young & Rubicam, Inc(LA). Pkgr- CTPN(LA); Prod- Donald Hine; Dir-  
Donald Cook. § Santa Anita's feature races, presented each Saturday thru March  
9, 1957, with Hal Moore describing the running and Gil Stratton handling color.

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THIS WEEK(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

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THIS WEEK(Cont'd)

Saturday(29)

CBS- 1:45-4:45pm EST; SPECIAL - 'Gator Bowl Football Game - LIVE from WMBR-TV (Jacksonville, Fla), to the net. § Sustaining. § Pkgr & Prod- CBS-TV Sports(NY). § Georgia Tech meets the University of Pittsburgh in the 12th annual 'Gator Bowl football game at Jacksonville, Fla.

NBC- 1:45-4:45pm EST; SPECIAL - Blue-Gray Football Game - LIVE from WSFA-TV(Montgomery, Ala), to the net. § Sponsor- Gillette Safety Razor Co. thru Maxon, Inc(Detroit). § Pkgr & Prod- NBC-TV Sports(NY). § College all-stars from the North meet Southern stars in the 19th annual Blue-Gray football game at Cramton Bowl, Montgomery, Ala. Bob Neal describes the action.

NBC- 4:45-7:30pm EST; SPECIAL - East-West Shrine Football Game - LIVE from KRON-TV(San Fran), 87 stations live. § Sponsor- Chrysler Corp thru McCann-Erickson, Inc(NY). § Pkgr- NBC Sports(LA); Prod- Bill Kayden; Dir- Bill Bennington. § College football players from all sections of the country meet in the 32nd annual East-West Shrine football game at Kezar Stadium in San Francisco, with Lindsey Nelson and Curt Gowdy describing the game.

Sunday(30)

ABC- 5:30-6pm EST; SPECIAL - Newsyear--1956 - LIVE & FILM from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV with Newsweek Magazine; Prod- ABC News. § John Daly is commentator for the program, reviewing the biggest news stories of the year, using films chosen in cooperation with the editors of Newsweek Magazine.

CBS- 3-6pm EST; SPECIAL - At Year's End - 1956: 3-4pm, "The New Frontier"; 4-5pm, "The Big News of '56"; 5-6pm, "Years of Crisis: 1956" - LIVE & FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS News and Public Affairs (NY); Production staffs for the three parts: "The New Frontier"- Superv- Irving Gitlin; Prod- Michael Sklar; Dir- Mel Ferber. "The Big News of '56" - Superv- David Zellmer; Dir- Ted Marvel. "Years of Crisis: 1956" - Superv- John Day; Asst Superv- David Zellmer; Dir- Don Hewitt. § "The New Frontier," with Will Rogers, Jr., as host, will report on significant news stories in each of three major divisions of science: the physical, biological and social sciences. "The Big News of '56," with Charles Collingwood as narrator, will present pictorial highlights of the ten biggest news stories of the year. "Years of Crisis: 1956," with Edward R. Murrow as chairman, will be the eighth annual broadcast in which CBS correspondents are flown to New York to participate in the annual discussion of world affairs, presenting an analysis of news developments in various sectors of the world.

NBC- 1:45-5pm EST; SPECIAL - National Football League Championship Game - LIVE from WRCA-TV(NY), 131 stations live (NY area blacked out). § Sponsor- Pontiac Division, GMC, thru MacManus, John & Adams, Inc(Bloomfield Hills). § Pkgr- NBC Sports with National Football League; Prod- Perry Smith; Dir- Harry Coyle. § The New York Giants, Eastern division champions, meet the Chicago Bears, Western division titleholders, for the championship of the National Football League, at Yankee Stadium in New York. Jack Brickhouse and Red Grange describe the action.

THIS WEEK--SPECIAL CHRISTMAS PROGRAMS

Monday(24) & Tuesday(25)

ABC- Dec 24, 11pm-12midnight EST - Christmas Eve Service - St. John The Divine; LIVE from WABC-TV(NY), to the net. § Services from the Protestant Episcopal Cathedral of St. John The Divine in New York City. The Rt. Rev. Horace W. B. Donegan, Bishop of New York, will deliver the Christmas message; the Very Rev. Dean James A. Pike will be the Celebrant.







CHRISTMAS PROGRAMS(Cont'd)

Monday(24) & Tuesday(25)

ABC- Dec 25, 12midnight-1am EST - Midnight Mass - Shrine of the Sacred Heart Catholic Church - LIVE from WMAL-TV(Wash), to the net. § Services from the Shrine of the Sacred Heart Catholic Church in Washington. The Rev. Vincent S. Gatto will be the celebrant; The Rev. Michael Farrell will narrate.

CBS- Dec 24, 11:30pm-12:30am EST - Christmas Eve Service - Washington's National Cathedral - LIVE from WTOP-TV(Wash), to the net. § Holy Communion services from Washington's National (Episcopal) Cathedral in Washington under Rev. Francis P. Sayre, Jr., Dean of the Cathedral. Bishop Angus Dun will deliver the sermon.

CBS- Dec 25, 12:30-1:30am EST - Christmas Eve Services - Hungarian Refugee Camp at Camp Kilmer - LIVE from WCBS-TV(NY), to the net. § Christmas Eve services by Hungarian refugees at Camp Kilmer, N. J., with Monsignor Bela Varga and Father Alpar Forro, chaplain for the refugees.

NBC- 12midnight-1:45am EST - Midnight Mass - St. Patrick's Cathedral - LIVE from WRCA-TV(NY), to the net. § Pontifical Midnight Mass from St. Patrick's Cathedral in New York City. Bishop Joseph F. Flannelly will be the celebrant; Father Harry J. Wolff will narrate.

NBC- Dec 25, 11am-12noon EST - Devotional Service - Washington's National Cathedral - LIVE from WRC-TV(Wash), to the net. § Devotional service, "The Nativity of Our Lord," from Washington's National (Episcopal) Cathedral in Washington. The Very Rev. Francis B. Sayre Jr., Dean of the Cathedral, will be the preacher; Rev. Canon G. Gardner Monks will narrate.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Story Princess Presents the Littlest Angel - SPECIAL Dec 23, 5:30-6pm EST; LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV(NY); Prod & Dir- Matt Harlib; Music Dir- Margaret Donaldson. § Alene Dalton, the Story Princess gives a dramatic reading of Charles Tazewell's "The Littlest Angel," with a chorus of 24 voices from the Mamaroneck, N. Y., Young People's Choir under the direction of Margaret Donaldson.

CBS- To Tell The Truth (Tue, 9-9:30pm EST) Title changed from "Nothing But the Truth" before the program's debut on Dec 18. (See page 116).

Climax! (Thu, 8:30-9:30pm EST) Paul Monash named associate producer, effective Jan 1, replacing Victor Wolfson.

NBC- Ford Show (Thu, 9:30-10pm EST) Walter Schumann and his group, The Voice of Walter Schumann, will no longer be regulars on the show.

Lux Video Theatre (Thu, 10-11pm EST) Earl Ebi named producer, filling a vacancy; he has been associate producer. Alternating directors are Norman Morgan, James Yarbrough and David Orrick.

Ding Dong School (Mon thru Fri, 10-10:30pm EST) Last show Dec 28. The program originally debuted on Nov 24, 1952, originating from WNBQ(Chi), then moved its origination point to New York's WRCA-TV on June 1, 1955.

THE HISTORY OF THE

REPUBLIC OF THE UNITED STATES

The first of the great principles of the Republic is the principle of the separation of powers. This principle is the foundation of the entire system of government. It is the principle that the legislative, executive, and judicial powers are separated into three distinct branches, each of which is independent of the others. This principle is the basis of the entire system of government, and it is the principle that has made the Republic what it is today.

The second of the great principles of the Republic is the principle of the equality of all men. This principle is the foundation of the entire system of government. It is the principle that all men are created equal, and that they are entitled to the same rights and privileges. This principle is the basis of the entire system of government, and it is the principle that has made the Republic what it is today.

The third of the great principles of the Republic is the principle of the right of the people to alter or to abolish their government. This principle is the foundation of the entire system of government. It is the principle that the people have the right to change their government if they are not satisfied with it. This principle is the basis of the entire system of government, and it is the principle that has made the Republic what it is today.

The fourth of the great principles of the Republic is the principle of the right of the people to be secure in their persons, houses, papers, and effects. This principle is the foundation of the entire system of government. It is the principle that the people have the right to be secure in their persons, houses, papers, and effects. This principle is the basis of the entire system of government, and it is the principle that has made the Republic what it is today.

The fifth of the great principles of the Republic is the principle of the right of the people to a speedy and public trial by an impartial jury. This principle is the foundation of the entire system of government. It is the principle that the people have the right to a speedy and public trial by an impartial jury. This principle is the basis of the entire system of government, and it is the principle that has made the Republic what it is today.

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TALENT SHOWSHEET DECEMBER 21 - DECEMBER 30  
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Most of the shows on December 21, 22, 23 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, December 28. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY DECEMBER 21  
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|                                  |            |                                                                                                                    |
|----------------------------------|------------|--------------------------------------------------------------------------------------------------------------------|
| COKE TIME<br>(Eddie Fisher)      | NBC 7:30pm | Eddie Cantor                                                                                                       |
| WALTER WINCHELL                  | NBC 8:30pm | <u>Add</u> : Debra Paget                                                                                           |
| <u>The Vise</u><br>(Donald Gray) | ABC 9:30pm | <u>A Hatful of Trouble</u> ; with regulars & Lesley Dudley, Wanda Godsell, Lloyd Lamble, Dulcie Bowman, Len Sharpe |

SUNDAY DECEMBER 23  
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LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	<u>The Blue Shawl</u> - (O) Clair Roskam; with Colleen Dewhurst, Paul Stevens, James Reese, Helen Ray, Judy Sanford, Glenn Walken; (SD)
CAMERA THREE	CBS 11:30am	<u>The Victorian Era; Part III</u> ; with Norman Rose, Dulcie Cooper; (SW&SD)
FRONTIERS OF FAITH	NBC 1:30-m2	<u>The Human Element</u> - (O) Will Lorin & Steven Gethers; with Gene Saks, Michael Tolan, Joseph Julian, Ralph Bell, George Ebeling, Nancy Pollock, Alan Bergmann, Sandra Kolb
Mama (Peggy Wood)	CBS 5pm	with regulars & Ruth Hammond, Marily Siegel, Gigi Gerow; (SD) Don Richardson
ABC SPECIAL	ABC 5:30pm	<u>The Story Princess Presents the Littlest Angel</u> - (O) Charles Tazewell; reading by Alene Dalton; Dir - Matt Harlib
OMNIBUS (Alistair Cooke)	ABC 9pm	Columbus Boys Choir(S); Bil & Cora Baird & puppets; <u>Madeline &amp; the Bad Hat</u> - (O) Ludwig Bemelmans; with Evelyn Rudie, Renie Riano; Clyde Sechler Singers; Dir - Clark Jones
ALCOA HOUR	NBC 9pm	<u>Add(to cast)</u> : John McGiver, Robert Wright, Alice Frost, Dennis Kohler, Olive Dunbar, Bryan Herbert, Philippa Bevans, Ian Martin, Keith Harrington, Richard Morse, Karol Ann Traumm, Karson Woods, Karin Wolfe, John Heawood

MONDAY DECEMBER 24  
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|                                               |             |                                                                                                                                                                                       |
|-----------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Sheriff of Cochise</u><br>(John Bromfield) | WABD 7:30pm | <u>The Shadow</u> ; with regulars & Stan Jones, Manuel Lopez                                                                                                                          |
| <u>Danny Thomas Show</u>                      | ABC 8pm     | <u>Christmas &amp; Clowns</u> ; with regulars & George Tobias, Diane Robinson, Patricia Reid; (SW&SD)                                                                                 |
| <u>Burns &amp; Allen Show</u>                 | CBS 8pm     | with regulars & John Stevensen, George E. Stone, Paul Birch; (SW&SD)                                                                                                                  |
| VOICE OF FIRESTONE                            | ABC 8:30pm  | Eleanor Steber                                                                                                                                                                        |
| TALENT SCOUTS<br>(Arthur Godfrey)             | CBS 8:30pm  | Abbott Lee Ruskin(M), The Blue Notes(M), Vicki Belmonte(S), Jo Jo Vitale(S); (this is a children's show).                                                                             |
| <u>I Love Lucy</u>                            | CBS 9pm     | with regulars & Cameron Grant; (SW&SD)                                                                                                                                                |
| <u>December Bride</u><br>(Spring Byington)    | CBS 9:30pm  | <u>Football Hero</u> ; with regulars & Gary Gray, Yvonne Lime, Joe Cohley, Parley Baer, Harry Cheshire, Frederick Ford, Ralph Sanford, Lennie Bremen, Burt Mustin, Joe Brown; (SW&SD) |

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MONDAY DECEMBER 24(Cont'd)  
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LAWRENCE WELK'S TOP TUNES & NEW TALENT	ABC 9:30pm	Maurice Pearson(S)
ROBERT MONTGOMERY	NBC 9:30pm	<u>Amahl and the Night Visitors</u> - (O) Gian Carlo Menotti; with Kirk Jordan, Rosemary Kuhlmann, Andrew McKinley, David Aiken, Leon Lishner; Dir - Kirk Browning
STUDIO ONE	CBS 10pm2	<u>A Christmas Surprise</u> - (O) Paul Crabtree; with Robert Q. Lewis, Orson Bean, Kathleen Maguire, Luis Van Rooten, Kevin Coughlin, Luke Halpin, Kenneth Utt; Dir - Robert Mulligan
<u>Douglas Fairbanks</u>	WRCA 10:30pm	<u>Silent Night</u> - (O) Alan Jenkins & Paul Tabori; with Oliver Hassenkamp, Gerard Heinz, Eva Meinicke; Narr: Fairbanks

TUESDAY DECEMBER 25  
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|                                      |                       |                                                                                                                                                                                                                          |
|--------------------------------------|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HUNGARIAN RELIEF<br>BENEFIT PROGRAM  | ABC<br>CBS 6pm<br>NBC | (O) David Karp; with Mary Martin, Robert Weede, Julie Stein, Edie Adams, Sammy Davis Jr., Charles Laughton, Jo Sullivan, Betty Comdon, Adolf Green, Rosalind Russell; Dir - Arthur Penn                                  |
| <u>Conflict</u>                      | ABC 7:30pm            | <u>Silent Journey</u> ; with Eugene Martin, Roberta Haynes, Rico Alaniz                                                                                                                                                  |
| JONATHAN WINTERS                     | NBC 7:30pm            | Georgia Gibbs(S)                                                                                                                                                                                                         |
| <u>Phil Silvers Show</u>             | CBS 8pm               | <u>Bilko Gets Some Sleep</u> ; with regulars & Stanley Simmons, Nelson Olmstead, Bob Webber; Dir - Al DeCaprio                                                                                                           |
| Wyatt Earp<br>(Hugh O'Brian)         | ABC 8:30pm            | <u>Justice</u> ; with regulars & Rico Alaniz, Rodd Redwing, Mason Alan Dinehart, John Close, Kenneth Alton                                                                                                               |
| <u>Noah's Ark</u>                    | NBC 8:30pm            | with regulars & Gary Hunley, John Patrick, Lillian Powell, Pam Zack, Patty Ann Garrity, Jim Horan, Neil Reed                                                                                                             |
| <u>Broken Arrow</u><br>(John Lupton) | ABC 9pm               | <u>The Raiders</u> ; with regulars & Leo Gordon, John Harmon, William Phipps, Gene Howell; (SW) William Leicester; (SD) John English                                                                                     |
| <u>Jane Wyman Show</u>               | NBC 9pm               | <u>A Place on the Bay</u> ; with Connie Gilchrist, Gene Barry, Kurt Kasznar, Gloria Talbott                                                                                                                              |
| RED SKELTON SHOW                     | CBS 9:30pm            | <u>The Cop and the Anthem</u> - (O) O'Henry; with regs & Allen Jenkins, Sarah Berner, Mitchell Boys Choir; (staff-adapted)                                                                                               |
| <u>DuPont Theatre</u>                | ABC 9:30pm            | <u>Three Young Kings</u> - (O) George Sumner Albee; (A) Laszlo Gorog; With Tony Terry, Bob Hernandez, Carlos Vera, Michelle Ducasse, Alma Beltram, Frank Puglia; Dir - Richard Kinon                                     |
| ARMSTRONG CIRCLE THEATRE             | NBC 9:30pm            | <u>Operation Deep Freeze: Crash of the Otter</u> - (O) Irve Tunick; With Val Avery, Gabriel Dell, Harry Holsten, William Zuckert, Tom Middleton, Bill Berger, Bert Remsen, Ed Peck, Jay Lannon, Tom Peters, John Conwell |

WEDNESDAY DECEMBER 26  
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<u>Death Valley Days</u> (Stanley Andrews)	WRCA 7pm	<u>To Big Charlie From Little Charlie</u> ; with Don Megowan, Douglas Henderson, William O'Neal, Maureen Stephenson, Angie Dickinson, Stanford Jolley, John Daly, Rama Bai, Britt Wood
<u>Navy Log</u>	ABC 8:30pm	<u>A Guy Called Mickey</u> - (O) Max Ehrlich; with Lane Nakano, Charles R. Keane; Dir - Oscar Rudolph
<u>Father Knows Best</u> (Robert Young)	NBC 8:30pm	<u>The Promising Young Man</u> - (O) Paul West; with regulars & Richard Crenna, William Bouchey, Sarah Selby; (SW)
<u>The Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Betty Perkins</u> ; with Inger Stevens, Phillip Reed, Amsie Strickland, Preston Hanson, Myrna Dell, Gavin Gordon, Richard Collier, Linda Sterling, Peggy Stewart, Billy McLean; (SD)
KRAFT TV THEATRE	NBC 9pm	<u>The Just and the Unjust</u> - (O) James Gould Cozzens; (A) Don & Katrina Ettlinger; with Richard Kiley, June Dayton, Richard Kendrick, J. Pat O'Malley, Russell Hicks, Cavada Humphrey; Dir - Frank Telford





WEDNESDAY DECEMBER 26(Cont'd)  
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|                              |            |                                                                                                                                                                                                                                                       |
|------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Ford Theatre</u>          | ABC 9:30pm | <u>Model Wife</u> - (O) Mary C. McCall, Jr.; with Ralph Bellamy, Felicia Farr, Emlen Davies, Pat Conway, Guy Kingsford, Roxanne Arlen; Dir - James Sheldon                                                                                            |
| <u>20th Century-Fox Hour</u> | CBS 10pm   | <u>Operation Cicero</u> - (O) Ben Feiner, Jr.; with Ricardo Montalban, Maria Riva, Peter Lorre, Eduard Franz, Alan Napier, Romney Brent, Gregory Gay, Gavin Muir, Leon Askin, Ivan Triesault, Beppy DeVries, Walter Kingsford; Dir - Hubert Cornfield |

THURSDAY DECEMBER 27  
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<u>Sgt. Preston of the Yukon</u> (Richard Simmons)	CBS 7:30pm	with regulars & Ed Dearing, Barry Curtis, Charles Conrad
CIRCUS TIME	ABC 8pm	The Winged Victory (S); The Great Vono(acro); The Noble Trio (acro); Ander's Dogs; Kodell (magic); George Holmes(acro)
<u>Bob Cummings Show</u>	CBS 8pm	<u>Bob Uncovers Ruthie's Past</u> ; with regulars & King Donovan, Mary Lawrence; (SW&SD)
CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>Ten Minutes to Curfew</u> - (O) William Fay; (A) John McGreevey; with Dewey Martin, Susan Kohner, Neville Brand; (SD)
<u>Wire Service</u> (Dane Clark)	ABC 9pm	<u>Blood Rock Mine</u> ; with Arthur Hunnicut, John Shepodd, Harry Townes, Maxine Cooper; (SD)
<u>Playhouse 90</u>	CBS 9:30pm	<u>Massacre at Sand Creek</u> - (O) William Sackheim; with John Derek, Everett Sloane, Gene Evans, H.M. Wynant, Ken Mayer, William Schallert, Roy Roberts, Michael Granger, Rick Vallin, William Bryant, Anthony Lawrence; Dir - Arthur Hiller
FORD SHOW	NBC 9:30pm	Spring Byington
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	<u>Michael &amp; Mary</u> - (O) A.A. Milne; (Screenplay by Victor Saville); (A) Sanford Barnett; with Maureen O'Sullivan, Patric Knowles, Barry Jones, Roddy MacDowall, Audrey Dalton, Edward Ashley, John Hoyt; Dir - David Orrick
AIR TIME '57 (Vaughn Monroe)	ABC 10pm	Dorothy Collins(S); PREMIERE

FRIDAY DECEMBER 28  
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|                                               |            |                                                                                                                                                                                                         |
|-----------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)  | ABC 7:30pm | <u>Racing Rails</u> - (O) Arthur William Rowe & Buckley Angell; with regulars & Ralph Moody, Terry Frost, Byron Keith, Tommy Farrell; (SD) Lew Landers                                                  |
| <u>Adventures of Jim Bowie</u> (Scott Forbes) | ABC 8pm    | <u>Monsieur Francois</u> - (O) Robert Warnes Leach; with regulars & Paul Playdon, Joyce Vanderveen, Roger Til, James Fairfax, Lane Bradford                                                             |
| <u>West Point</u>                             | CBS 8pm    | <u>Double Reverse</u> - (O) Gene Roddenberry; with Cynthia Baxter, Don Durant, Jean Ann Lewis, Kaye Elhardt, Yvonne Line, Mike Mason, Butler Hixon; Dir - Leon Benson                                   |
| <u>Life of Riley</u><br>(William Bendix)      | NBC 8pm    | <u>Double, Double Date</u> ; with regulars & Gregory Marshall, Hollis Irving, Susan Marrow, Mark Sheller, Lynn Alden, Sandy Harrison, Bob Cavendish, Jack Farmer                                        |
| <u>Crossroads</u>                             | ABC 8:30pm | <u>The Kid Had a Gun</u> ; with George Brent, Pat Conway, Russ Conway, Bobby Clark, Toni Gerry, Michael Pate, Nestor Paiva, G. Pat Collins, Frank Scannell, Percy Helton, Stanley Farrar                |
| <u>Dick Powell's Zane Grey Theatre</u>        | CBS 8:30pm | <u>Star Over Texas</u> - (O) Harold Shumate; with Ralph Bellamy, Gloria Talbott, James Garner, Beverly Washburn; Dir - Lesley Selander                                                                  |
| WALTER WINCHELL SHOW                          | NBC 8:30pm | Lisa Kirk; LAST SHOW                                                                                                                                                                                    |
| <u>Crusader</u><br>(Brian Keith)              | CBS 9pm    | <u>The Blow Off</u> ; with Keith & Veer Geary, Robert Simon, Dennis McCarthy                                                                                                                            |
| <u>Chevy Show</u>                             | NBC 9pm    | Bob Hope, Peggy King(S), Mickey Mantle, Hedda Hopper, Jerry Colonna(C), Carol Morris, Del Rubio Triplets(S), Purdue Univ. Glee Club, Les Brown's band, Ginger Rogers; (originates in Anchorage, Alaska) |

1910



THESE RESULTS WERE OBTAINED BY

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 21 - FRIDAY DECEMBER 28

**THE UNIVERSITY OF CHICAGO**

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TALENT SHOWSHEET (more)





SUNDAY DECEMBER 30(Cont'd)  
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JACK BENNY	CBS 7pm	with regulars & Don Wilson
<u>Circus Boy</u> (Mickey Braddock)	NBC 7:30pm	<u>The Daring Young Man</u> ; with regulars & Rand Brooks, Helene Marshall
ED SULLIVAN SHOW	CBS 8pm	Perry Como(S), Sid Caesar(C), Bishop Sheen, Garry Moore(C), Ed Murrow, Phil Silvers, The Vagabonds(S-C), Lu Ann Simms(S), The Alcotts, The Mills Chimpanzees; Piet Van Brecht(C), Ricky Layne & "Velvel"(ventril)
STEVE ALLEN SHOW	NBC 8pm	Tony Bennett(S), Andy Griffith(C), New York Rangers(hockey team)
GE THEATRE (Ronald Reagan)	CBS 9pm	<u>The Shadow Outside</u> - (O) Rhoda LeCoq; (A) Paul Monash; with Terry Moore
GOODYEAR PLAYHOUSE	NBC 9pm	<u>A Murder is Announced</u> - (O) Agatha Christie; (A) William Templeton; with Jessica Tandy, Roger Moore, Gracie Fields, Malcolm Keen, Josephine Brown, Pat Nye, Betty Sinclair, Stafford Dickens, John Mackwood, Christiane Felsman
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>John Brown's Body</u> - (O) Thomas Burke; (A) Robert C. Dennis; with Russell Collins, Leora Dana, Hugh Marlowe, Edmon Ryan, Walter Kingsford, Jean Owens, Marcel Rousseau, Madelon Baker, Norman Leavitt; Dir - Robert Stevens
<u>Loretta Young Show</u>	NBC 10pm	<u>Imperfect Balance</u> - (O) Heinrich Boll; (A) Fred Schiller & Pauline Stone; with Miss Young, Michael Winkleman, Ralph Clanton, Sarah Ladden, Mary Carroll; Dir - Richard Morris

1950

*Journal of Management Studies*, 19(1), 67-80.

1. The first step in the process of the investigation is the identification of the problem. This is done by the investigator who is responsible for the study. The next step is to collect data. This is done by the investigator who is responsible for the study. The next step is to analyze the data. This is done by the investigator who is responsible for the study. The next step is to interpret the results. This is done by the investigator who is responsible for the study. The next step is to draw conclusions. This is done by the investigator who is responsible for the study. The next step is to report the findings. This is done by the investigator who is responsible for the study. The next step is to discuss the implications. This is done by the investigator who is responsible for the study. The next step is to recommend further research. This is done by the investigator who is responsible for the study. The next step is to conclude the study. This is done by the investigator who is responsible for the study.

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1. The first step in the process is to identify the problem or issue that needs to be addressed. This involves gathering information and understanding the context of the problem.



# ROSS REPORTS — TELEVISION INDEX

DEC 31, 1956-JAN 6, 1957

VOLUME 9

NUMBER 1

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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## WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

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### Monday (Dec 31)

NBC- 11:30am-12noon EST, Mon thru Fri; RETURN - Truth Or Consequences - LIVE from KRCA-TV(LA), to the net. § Sustaining. § Pkgr- Ralph Edwards Productions (LA); Exec Prod- Ralph Edwards; other production credits not available. § Bob Barker is m.c. for this new weekday version of the stunt show, still based on the old parlor game in which the player must answer questions posed by the quiz-master or pay a forfeit. For the TV version, the forfeit is usually a difficult, essentially humorous stunt, with the successful performance rewarded with cash and other prizes. The show originally debuted over NBC-TV as an evening half-hour on May 18, 1954, with its last show on Sept 28, 1956. In its new version it moves into the revised NBC-TV morning line-up, which is as follows, effective this date: Home, 10-11am EST (moved from 11am-12noon); The Price Is Right, 11-11:30am EST (moved from 10:30-11am); Truth Or Consequences, 11:30am-12noon (new).

### Tuesday (Jan 1)

ABC- 1:55-4:30pm EST; SPECIAL - Sugar Bowl Football Game - LIVE from WJMR-TV(New Orleans), no. of stations indefinite. § Sponsor- Oldsmobile Div, GMC, thru D. P. Brother & Co(Detroit). § Pkgr & Prod- ABC Sports(NY); Dir- Mickey Trenner. § The University of Tennessee meets Baylor University in the annual Sugar Bowl football game in New Orleans, with Ray Scott describing the play-by-play and Herman Hickman handling the color commentary.

CBS- 11:30-11:45am EST; SPECIAL - Annual Mummer's Parade Highlights - LIVE from WCAU-TV, to the net. § Sustaining. § Pkgr & Prod- WCAU-TV(Phila). § Highlights of the 56th annual Mummers' Parade in Philadelphia, during which 15,000 members of the various Mummers' string bands play and display their talents and costumes.

CBS- 11:45am-1:45pm EST; SPECIAL - Tournament of Roses Parade - LIVE from KNXT (LA), no. of stations indefinite. § Sponsor- The Quaker Oats Co (All Products) thru Lynn Baker, Inc(NY). § Pkgr- CBS News & Public Affairs; Prod- Paul Levitan. § The 68th annual Tournament of Roses Parade, with the more than 60 floats in the parade representing interpretations of the 1957 theme, "Famous Firsts in Flowers." The parade will be described by CBS newsman Charles Collingwood and Edgar Bergen and Charlie McCarthy. Shirley Thomas will report the color and cover Hollywood personalities attending the parade.

CBS- 1:45-4:30pm EST; SPECIAL - Orange Bowl Football Game - LIVE from WTVJ(Miami), no. of stations indefinite. § Sponsor- Buick Motor Div, GMC, thru Kudner Agency, Inc(NY). § Pkgr- CBS Sports(NY); Prod- Judson Bailey; Dir- Byron Paul. § The University of Colorado meets Clemson College (Continued on next page)

- Page 1 -

THIS WEEK(More)





THIS WEEK(Cont'd)

Tuesday(Jan 1)

CBS- Orange Bowl Football Game (Cont'd from previous page): in the annual Orange Bowl football game in Miami, with Tom Harmon handling the play by play and Chris Schenkel reporting the game's color and statistics.

NBC- 11:30am-1:45pm EST; SPECIAL - Tournament of Roses Parade - LIVE (Color) from KRCA-TV(LA), 118 stations live. § Sponsors- Minute Maid Corp (All Products) thru Ted Bates & Co., Inc(NY) and Florists Telegraph Delivery Assn, Inc., thru Grant Advertising, Inc(NY). § Pkgr- NBC-TV(LA); Prod- William Kayden; Dir- William Bennington; Assoc Prod- Bob Goldberg; Continuity- Frank Goldberg. § The 68th annual Tournament of Roses Parade in Pasadena, Calif., described by Anne Jeffreys and Robert Sterling, with announcer Jimmy Wallington. The first 15 minutes of the telecast will be black & white, with the remainder in color.

NBC- 1:45-4:30pm EST; SPECIAL - Cotton Bowl Football Game - LIVE from WFAA-TV (Dallas), 155 stations live. § Co-Sponsors- Bristol-Myers Co thru Doherty, Clifford, Steers & Shenfield, Inc(NY) and Carter Products, Inc., thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY). § Pkgr- NBC Sports(NY); Prod- Perry Smith; Dir- Harry Coyle. § Texas Christian University meets the University of Syracuse in the annual Cotton Bowl football game in Dallas, Texas, with Lindsey Nelson describing the play and Red Grange handling the color and game analysis.

NBC- 4:45-7:30pm EST; SPECIAL - Rose Bowl Football Game - LIVE from KRCA-TV(LA), 178 stations live, 1 kine. § Sponsor- Gillette Safety Razor Co thru Maxon, Inc(Detroit). § Pkgr- NBC Sports(LA); Prod- William Kayden. § Oregon State University meets the University of Iowa in the annual Rose Bowl football game at Pasadena, Calif., with Mel Allen describing the play and Lee Giroux handling the color and the statistics.

Friday(Jan 4)

CBS- 9-9:30pm EST; DEBUT - Mr. Adams and Eve - FILM from WCBS-TV(NY) & KNXT(LA), 111 stations net, 18 delayed. § Alternate Week Sponsors- 1) R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co., Inc(NY); Acct Exec- Thomas Luckenbill. 2) Colgate-Palmolive Co (Various products, not assigned at press time, thru several agencies). § Pkgr & Film Prod- Bridget Productions at RKO-Pathe Studio, Culver City, Calif.; Exec Prod- Robert Sparks; Prod- Frederick de Cordova; Assoc Prod- Warner Toub, Jr.; Co-Dirs- Frederick de Cordova, Richard Kinon; Writer- Sol Saks; Dir of Photog- George Diskant; Asst Dir & Prod Mgr- James Anderson. § Ida Lupino as Eve Drake co-stars with Howard Duff as Howard Adams, portraying exactly what they are -- a husband and wife team of motion picture stars -- in episodes that could arise from their normal Hollywood routines, played for humor; with Hayden Rorke as Steve, their agent, and Olive Carey as Elsie, their housekeeper. The program replaces Crusader (last show Dec 28) in this time spot for the same sponsors.

NBC- 8-8:30pm EST; DEBUT - Blondie - FILM from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. § Sponsor- Toni Co (Bobbi Pin-Curl Permanent, Pamper Shampoo), Bobbi thru Tatham-Laird, Inc(Chi); Acct Exec- Joseph Perry; Pamper thru Clinton E. Frank, Inc(Chi). § Pkgr & Film Prod- Hal Roach Studios at Culver City, Calif.; Exec Prod- Hal Roach, Jr.; Prod- William Harmon; Prod Superv- Sidney Van Keuren; Dir- Hal Yates; Dir of Photog- Lothrop Worth; Writer- John L. Green; Prod Coord- William M. Sterling. § Arthur Lake and Pamela Britton star in this situation comedy version of the comic strip series as Dagwood and Blondie Bumstead; with Hal Peary as Herb Woodley, Florenz Ames as Mr. Dithers, Ann Barnes as Cookie and Stuffly Singer as Alexander. The program replaces The Life of Riley, which moves, effective this date, to 8:30-9pm EST, replacing The Walter Winchell Show (last show Dec 28). The Life of Riley returns to its former time, which it moved from when the Winchell show debuted on Oct 5.







THIS WEEK(Cont'd)

Saturday(Jan 5)

CBS- 2-4pm EST; DEBUT - Big League Hockey - LIVE from WRCA-TV(NY), premiere game; no. of stations indefinite; games also from Detroit, Chicago and Boston during the season. § Regional net sponsor (Midwest) - Carling Brewing Co., Inc (Carling's Black Label Beer) thru Lang, Fisher & Stashower, Inc(Cleveland). § Pkgr- CBS Sports(NY); Prod- Peter Molnar; Dir- Richard Liesendahl. § Telecasts of ten games between National Hockey League teams, Jan 5 thru March 9, with Bud Palmer doing the pre-game color, then describing the play-by-play for each game.

Sunday(Jan 6)

CBS- 3-4pm EST; SPECIAL - Meet Your New Senators - LIVE from WTOP-TV(Wash), to the net. § Sustaining, public service. § Pkgr- CBS Public Affairs(Wash); Prod- Ted Ayers. § Walter Cronkite as "anchor man" and eight CBS newsmen meet with eight new U. S. Senators and their families in non-political interviews in the Sheraton Room of the Sheraton Carlton Hotel in Washington, D. C. This is the third successive year that CBS has presented this type of program prior to the convening of Congress.

CBS- 4-5pm EST; DEBUT - Odyssey - LIVE remote from Virginia City, Nevada, (premiere only), to the net. Other programs, LIVE & FILM from various origins, to the net. § Sustaining, public service. § Pkgr- CBS News & Public Affairs(NY) with the American Assn of Museums; Prod- Charles Romine; Assoc Prods- Ted Sack, Frank De Felitta; Dir- Roger Englander. § Documentary dramatizations of mankind's varied experiences thru the progress of centuries, centering on subjects found in the world's museums translated into a dramatic form; drawing from and exploring man's experiences in all the arts and sciences. Charles Collingwood is the regular host and narrator, with special narration by experts in particular fields that are explored in various programs. The premiere program will show the dramatized life, death and TV rebirth of Virginia City, Nevada, as a frontier city in the days of the Comstock silver lode.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- See It Now (Every 4th Sun, 5-6pm EST) Jan 6; "Clinton and the Law: A Study in Segregation," a film report on the chain of events which resulted in violence in the small Tennessee community; Prods & Editors- Edward R. Murrow, Fred W. Friendly; Reporter- Arthur Morse; Cameramen- Martin Barnett, Leo Rossi; FILM from WCBS-TV(NY). Program is now sponsored by Pan American World Airways thru J. Walter Thompson Co(NY).

OTHER NETWORK CHANGES & ADDITIONS

ABC- College News Conference (Sun, 4-4:30pm EST) New title, effective Dec 30, for program formerly called College Press Conference.

Press Conference (Sun, 5:30-6pm EST) New time, effective Dec 30. Program was formerly seen, 8:30-9pm EST, Sundays. (The special program, Newsyear - 1956, originally scheduled for Sun, 5:30-6pm EST, Dec 30 only, will be seen at 8:30-9pm EST. See page 119, Vol 8, No. 52).

CBS- See It Now; SPECIAL Dec 30; Sun, 11:15pm-12midnight EST; FILM from WCBS-TV(NY), to the net. § Sustaining. § A special report including a filmed interview with Chou En-lai, prime minister of Communist China, by Edward R. Murrow; followed by an examination of the prime minister's comments by a panel of experts on China, with Mr. Murrow as chairman of the discussion.

NBC- National Bowling Champions (Sun, 10:30-11pm EST) Last show Dec 30.







TALENT SHOWSHEET DECEMBER 28 - JANUARY 6, 1957  
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Most of the shows on December 28, 29, 30 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, January 4. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, and (SD) Staff-directed. Performers are identified as singer(S), dancer(D), comic(C), musician(M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology), usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY DECEMBER 28  
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Crusader CBS 9pm Add: LAST SHOW

SUNDAY DECEMBER 30  
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LAMP UNTO MY FEET CBS 10am Seven Deadly Sins - (O) Clair Roskam; with Dora Kalinova  
 LOOK UP & LIVE CBS 10:30am A Letter to Mozart; readings by: Jacqueline Brookes, Norman Rose  
 CAMERA THREE CBS 11:30am Victorian Era; Part IV; with Richard Morse, Rae Allen, Archie Smith; (SW&SD)  
 OMNIBUS ABC 9pm Agnes de Mille(D), Frederick Franklin(D), Kelly Brown(D), Sonia Arova(D), Jenny Workman(D), James Jameson(D), Dusty Worrall(D), James Mitchell(D), Gemze de Lappe(D), Diana Adams(D); and Guns-  
 manship with Bob & Ray(C)

MONDAY DECEMBER 31  
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Burns & Allen Show CBS 8pm with regulars & Grandon Rhodes  
 VOICE OF FIRESTONE ABC 8:30pm George Feyer  
 TALENT SCOUTS CBS 8:30pm The Musical Gigolos(S-M), Betty Weir(S), Barbara Edwards(S)  
I Love Lucy CBS 9pm re-run(original playdate unavailable).  
December Bride  
 (Spring Byington) CBS 9:30pm New Year's Party; with regulars & Jesslyn Sax, Vera Marshe, Mimi Doyle, Byron Foulger, Mary Treen, Dick Wessel, Jack Lomas, Gerald Oliver Smith, Hallene Hill; (SW&SD)  
 LAWRENCE WELK'S TOP ABC 9:30pm David Carlson(M)  
 TUNES & NEW TALENT  
 ROBERT MONTGOMERY NBC 9:30pm Music for Your New Year's Eve; with Hugo Winterhalter & his  
 PRESENTS orch & chorus, Eddia Dano(S), Teddi King(S), Ann Gilbert(S), Ed-  
 die Heywood(M), Dorothy Olsen(S), The Nite Caps(S), Henry "Hot  
 Lips" Levine(M)  
 STUDIO ONE CBS 10pm Goodbye Picadilly - (O) John P. Marquand; (A) Marc Brandel; with  
 James Daly, Betsy Palmer, Parker McCormick, Michael Evans, Don-  
 ald Marye, John Gibson, Russell Gaige, Leona Powers, Iola Lynn;  
 (SD) Tom Donovan  
Douglas Fairbanks WRCA 10:30pm One Can't Help Feeling Sorry - re-run of 10/29/56

TUESDAY JANUARY 1  
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Cheyenne  
 (Clint Walker) ABC 7:30pm The Iron Trail - (O) Montgomery Pittman & Jack Emanuel; (A) Mont-  
 gomery Pittman; with Dan Crayne, Dennis Hopper, Sheb Wooley, Syd-  
 ney Smith, Almira Sessions; Dir - Leslie G. Martinson  
 JONATHAN WINTERS NBC 7:30pm Eileen Rodgers(S)  
Phil Silvers Show CBS 8:30pm AWOL - re-run of 10/18/55  
Wyatt Earp ABC 8:30pm Shootin' Woman; with regulars & Ellen Corby, Carol Nugent, Mike  
 Rogan; (SW&SD)

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TUESDAY JANUARY 1(cont'd)  
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<u>Noah's Ark</u>	NBC 8:30pm	<u>Out to Pasture</u> ; with regulars & Grace Field, Taylor Holmes, Bert Golland, Lillian Powell
<u>Broken Arrow</u> (John Lupton)	ABC 9pm	<u>Apache Massacre</u> - (O) John Meredyth Lucas; with regulars & Hal Smith, Malcolm Atterbury, Douglas Spencer, John Close, Jack Harris, Neyle Morrow, Thomas B. Henry, Joe Forte, Robert Bice; Dir - Joe Parker
<u>Jane Wyman Show</u>	NBC 9pm	<u>The Little Black Lie</u> - (O) William Fay; (A) David P. Harmon & Leo Townsend; with Carolyn Jones, Dane Clark, John Harmon, Dennis King, Jr., Harry Tyler, Peggy Webber, Philip Pine, Jim Graham, Harry Jackson, Jerry Lawrence, Jesslyn Fox; Dir - Sidney Lanfield
RED SKELTON SHOW	CBS 9:30pm	with regulars & Audrey Totter; (SW&SD)
<u>DuPont Theatre</u>	ABC 9:30pm	<u>The Two Worlds of Nicolo</u> - (O) Jo Pagano; with Peter Raynolds, James Seay, Sheila Bromley, Joe Perry, Susan Odin, Gary Gray, Michael Winkelman, Tom Brandt, Melody O'Connell; Dir - Alvin Ganzer
<u>KAISER ALUMINUM HOUR</u>	NBC 9:30pm	<u>Members in Good Standing</u> - (O) Dick Berg; with Forrest Tucker, Nancy Coleman, Natalie Schafer, Murray Matheson, Joanna Roos, Judson Laire, Lowell Gilmore, Jon Cypher, Barnard Hughes; Dir - Fielder Cook
IT'S POLKA TIME	ABC 10pm	Philippine Catholic Youth Dancers

WEDNESDAY JANUARY 2  
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|                                               |            |                                                                                                                                                                                                                          |
|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Death Valley Days</u><br>(Stanley Andrews) | WRCA 7pm   | <u>The Rose of Rhyolite</u> ; with Lee Rhodes, Jeff Alexander, Richard Vath, Regina Gleason, Baynes Barron, Austin Green                                                                                                 |
| <u>Hiram Holliday</u><br>(Wally Cox)          | NBC 8pm    | with regulars & Hillevi Rombin                                                                                                                                                                                           |
| <u>Navy Log</u>                               | ABC 8:30pm | <u>Buzz Boy</u> ; with Robert Easton; (other info unavailable at press time)                                                                                                                                             |
| <u>Father Knows Best</u><br>(Robert Young)    | NBC 8:30pm | <u>Margaret Hires a Gardener</u> ; with regulars & Natividad Vacio, Florenz Ames; (SW&SD)                                                                                                                                |
| <u>The Millionaire</u><br>(Marvin Miller)     | CBS 9pm    | <u>The Story of Nick Cannon</u> ; with William Campbell, Robert Clark, Kasey Rogers, Otto Waldis, Ted Marcuse, Mary Alan Hokanson, Richard Cutting                                                                       |
| KRAFT TELEVISION THEATRE                      | NBC 9pm    | <u>Hang Up My Guns</u> - (O) Wendell Mayes; with Harry Townes, Bruce Gordon, Bob Shawley, John Shellie, Pamela Simpson, Jared Reed<br>Dir - William Graham                                                               |
| <u>Ford Theatre</u>                           | ABC 9:30pm | <u>Fear Has Many Faces</u> - (O) Russell S. Hughes; with James Whitmore, June Lockhart, Don Haggerty, Dan Barton, Hank Patterson, Joe Flynn, Tom McKee; Dir - Oscar Rudolph                                              |
| US STEEL HOUR                                 | CBS 10pm   | <u>The Human Pattern</u> - (O) Irving H. Cooper; with Thelma Ritter, Michael Higgins, Lori March, Dorothy Sands, Sidney Armus, Jean Cooke, Kevin O'Morrison, Vic Obeck, Ken Walken, Bruce Beg; Dir - Elliott Silverstein |

THURSDAY JANUARY 3  
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<u>Sgt. Preston</u> (Richard Simmons)	CBS 7:30pm	with Simmons & Dick Emery, Bill Hunt, Don Durant
CIRCUS TIME	ABC 8pm	Dolores Hawkins(S), Les Kimris(aerial), The Five Cristianis (teeterboard), Four Whizz Kids(unicycle), Bobby Winters(C-juggle) (show originates in Tampa, Fla.)
<u>Bob Cummings Show</u>	CBS 8pm	<u>Bob Traps a Wolf</u> ; with regulars & Lyle Talbot
CLIMAX!	CBS 8:30pm	<u>Carnival at Midnight</u> - (O) Leo Lieberman; with Debra Paget, Oscar Homolka, Peter Graves, Buddy Ebsen

1. The first step in the process of the development of the new system is the identification of the need for a new system. This is done by the management of the organization, who are responsible for the overall direction and control of the organization. The management will identify the need for a new system by analyzing the current system and the organization's goals and objectives. Once the need for a new system has been identified, the next step is to define the requirements for the new system. This is done by the management, who will specify the functions that the new system must perform and the constraints that must be met. The requirements for the new system are then used to select a system that meets the requirements. This is done by the management, who will evaluate the various systems available and select the one that best meets the requirements. Once a system has been selected, the next step is to develop a plan for the implementation of the new system. This is done by the management, who will specify the tasks that must be completed and the resources that are required. The plan for the implementation of the new system is then used to guide the implementation process. The final step in the process of the development of the new system is the evaluation of the new system. This is done by the management, who will compare the new system to the requirements and determine if it meets the requirements. If the new system does not meet the requirements, the process will be repeated. If the new system does meet the requirements, the process will be completed.

1. The first of these is the fact that the  
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unclassified under E.O. 13526, paragraph (b)(7)(C), and is  
being released to the public pursuant to E.O. 13526, paragraph (b)(7)(D).  
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under E.O. 13526, paragraph (b)(7)(C), and is being released to the public  
pursuant to E.O. 13526, paragraph (b)(7)(D).

1. The first step in the process of identifying a problem is to determine the nature of the problem. This involves gathering information about the problem and its context. The second step is to define the problem in terms of specific, measurable, and achievable goals. The third step is to identify the causes of the problem. The fourth step is to develop a plan of action to address the problem. The fifth step is to implement the plan and monitor progress. The sixth step is to evaluate the results and make adjustments as needed.

1. The first group of people who are interested in the study of the history of the United States are the people who are interested in the history of the United States.

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

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1. The first group of people who are interested in the study of the history of the United States are the people who are interested in the history of the United States. They are interested in the history of the United States because they want to know more about the United States. They want to know more about the United States because they want to know more about the United States.

1. The first step is to identify the problem or goal. This involves understanding the current situation and what needs to be achieved.

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1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.



THURSDAY JANUARY 3  
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|-------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wire Service</u><br>George Brent)      | ABC 9pm    | <u>Chicago Exclusive</u> ; with Vaughn Taylor, Ainslie Pryor, Fay Spain, Craig Hill                                                                                              |
| <u>People's Choice</u><br>(Jackie Cooper) | NBC 9pm    | <u>Trailer-Mate</u> ; with regulars & Laurie Mitchell, Dick Wesson (regular in cast from this show on); (SW&SD)                                                                  |
| PLAYHOUSE 90                              | CBS 9:30pm | <u>Snow Shoes</u> - (O) Bob Barbash; with Harpo Marx, Barry Sullivan, Marilyn Maxwell, Wallace Ford, John Carradine, Kenny Delmar, Stu Erwin; (SD) Ralph Nelson                  |
| FORD SHOW                                 | NBC 9:30pm | Nelson Eddy(S)                                                                                                                                                                   |
| LUX VIDEO THEATRE<br>(Gordon MacRae)      | NBC 10pm   | <u>It Happened on Fifth Avenue</u> - (O) Herbert Clyde Lewis; (screen-play by Everett Freeman); (A) Jean Holloway; with Ernest Truex, Leon Ames, William Campbell, Diane Jergens |

FRIDAY JANUARY 4  
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<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>Higgin's Last Stand</u> ; with regulars & Clem Bevans, Keith Richards, Joseph Turkel, Hal Hopper, Percy Helton; (SW&SD)
<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>A Horse for Old Hickory</u> - (O) Maurice Tombragel; with Denver Pyle, Peter Mamakos, Ian Wolfe, Addison Richards, Vicki Baaken
<u>Life of Riley</u> (William Bendix)	NBC 8pm	<u>Riley Wins a Trip</u> ; with regulars & Sharron Sweetman; (SW&SD)
<u>Crossroads</u>	ABC 8:30pm	<u>The Man Who Walked on Water</u> - (O) Donn Mullally; with William Prince, Maureen O'Sullivan, Rex Ingram, Theron Jackson, Samadu Jackson, Alan Mowbray
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>The Three Graves</u> - (O) Norman Daniels; (A) John McGreevey; with Jack Lemmon, Frank Ferguson
<u>Mr. Adams &amp; Eve</u> (Ida Lupino, Howard Duff)	CBS 9pm	<u>The Young Actress</u> ; with Ida Lupino, Howard Duff, Hayden Rorke, Olive Carey (all regs), & Gloria Talbot, Larry Dobkin, Myra McKinney, Alan Wood, Paul Grant; (SW) Sol Saks; (SD); PREMIERE
<u>On Trial</u>	NBC 9pm	<u>Colonel Blood</u> - (O) Paul David & Larry Marcus; with Michael Wilding, Henry Daniell, Jack Raine, Dan Tobin, Norman Lloyd, Lili Kardell, Tudor Owen, Jan Cheney, Peggy O'Connor, Bert Hanson
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	<u>The Wrong Face</u> ; with regulars & Michael Brill, Arthur Gorss, Keith Grieves, Alastair Hunter
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>The Lady Was a Flop</u> - (O) Borden Chase; (A) Martin Berkeley; with Mickey Rooney, J. Pat O'Malley, Hayden Rorke, George Fironne, Jimmy Murphy, Harry Strang, Pierce Lyden, Alan Reynolds, Bill Baldwin; Dir - Les Martinson
<u>Big Story</u> (Ben Grauer)	NBC 9:30pm	<u>The James Dean Big Story</u> - (A) Alvin Boretz; with James Dean, John Kerr, Wendy Drew, Carl Frank, Joseph Foley, Donald McKee, Allan Devitt, Somer Alberg, Paul Lilly, Susan Harris, Bobby Nick, Ken Walken; (SD)
<u>The Lineup</u> (Tom Tully)	CBS 10pm	<u>The Chinese Teapot Case</u> - (O) Joseph Calvelli; with Dick Reeves, Eric Snowden, Maudie Frickett, Don Warren, Elaine Riley, Denver Pyle, Gage Clark, Ray Baker, Al Malbandian, Carole King

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 28 - FRIDAY JANUARY 4  
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|                                    |          |                                                                                                                                                                                                                                                                                                  |
|------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GOOD MORNING<br>(Will Rogers, Jr.) | CBS 7am  | 12/31 - Stubby Kaye, Brandon DeWilde, Margaret Harris(M); 1/1 - Don Cherry(S), Bibi Osterwald(C), Al Kelly(C); 1/2 - Eddie Condon & his All-Stars(M), Jorie Remus(S-C); 1/3 - Ed Begley, Carol Bennett(S), Warren Hull; 1/4 - Claire Booth Luce, Jill Corey(S), Rene & his puppet(C)             |
| GARRY MOORE SHOW                   | CBS 10am | 1/1 - Al Flosso(C); 1/2 - Bert Garner(C); 1/4 - Milt Kamens(C), Martha Davis & Spouse(S-C)                                                                                                                                                                                                       |
| NBC MATINEE THEATRE                | NBC 3pm  | 12/31 - <u>Everything Is Relative</u> - (O) Dan Beaumont; 1/1 - preempted; 1/2 - <u>Miss Morissa</u> - (O) Mari Sandoz; 1/3 - <u>The Scandalous Priest</u> - (O) Frank & Doris Hursley; 1/4 - <u>Dark Victory</u> - (O) George Brewer Jr., & Bertram Block; (A) Kathleen & Robert Howard Lindsay |

*Journal of Management Studies*, 19(1), 67-80.



MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 28 - FRIDAY JANUARY 4(Cont'd)  
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MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>The Fugitive</u> - (O) William Kendall Clarke; with Sloan Simpson, Betsy Meade, Tom Middleton, Coe Norton, Harrison Dowd; (1/1 episode preempted)
TONIGHT	NBC 11:30pm	(Mon&Tue - Kovacs): 12/31 - no guests; 1/1 - Errol Garner(M), John Hoppe, Will Holt(S); (Wed-Fri - Allen): 1/2 - Peggy Connelly(S), Lester Young(M); 1/3 - Ray Bolger(C), Rita Moss(S-M); 1/4 - Joe Louis, Solomon Burke(S)

SATURDAY JANUARY 5  
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|                                          |            |                                                                                                                                                                |
|------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>The Buccaneers</u><br>(Robert Shaw)   | CBS 7:30pm | <u>Dangerous Cargo</u> ; with regulars & Sarah Lawson                                                                                                          |
| JACKIE GLEASON SHOW                      | CBS 8pm    | Art Carney, Gordon MacRae, Roberta Sherwood(S), Woody Herman, June Taylor Dancers, The Goofers(C-M), Ray Block & his orch., Peter Lind Hayes & Mary Healy(S-C) |
| PERRY COMO SHOW                          | NBC 8pm    | Walter Pidgeon, The Tokayers(teeterboard), Johnny Puleo & his Gang(M), Gertrude Berg, Brenda Lee(S)                                                            |
| <u>Oh! Susanna</u><br>(Gale Storm)       | CBS 9pm    | <u>Girls, Girls, Girls</u> - (O) Erna Lazarus & Nathaniel Curtis; with regulars & Jo! Lansing; (SD)                                                            |
| <u>Hey, Jeannie!</u><br>(Jeannie Carson) | CBS 9:30pm | with regulars only.                                                                                                                                            |
| <u>Gunsmoke</u>                          | CBS 10pm   | with regulars & Edgar Stehli, Grant Withers; (SW&SD)                                                                                                           |
| GEORGE GOBEL SHOW                        | NBC 10pm   | Edmond O'Brien, April Ames(S)                                                                                                                                  |

SUNDAY JANUARY 6  
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FRONTIERS OF FAITH	NBC 1:30pm	<u>To the Castle</u> - (O) Paul Horgan; with Douglas Watson, Robert Carrivart, Herbert Voland, Robert Hastings, Philip Kenneally, Joseph Campanella, Paul Barry, Walter Farrell, Fred Scollay
<u>Telephone Time</u> (John Nesbitt)	CBS 6pm	<u>Passport to Life</u> - (O) Lazlo Vadnay; with William Campbell, Steven Geray, Stephen Bekassy, Lazlo Vadnay; Dir - George Wagner
<u>77th Bengal Lancers</u> (Phil Carey)	NBC 7pm	<u>The Maharani</u> ; with regulars & Patricia Morrison, Patrick Whyte, Richard Stapley, Joseph Granby, Bernie Gozier; (SW&SD)
<u>Private Secretary</u>	CBS 7:30pm	<u>The Big Shot</u> ; with regulars & Joseph Corey, Melissa Converse, Barbara Huffman, Gordon Jones, Joe Flynn; (SW&SD)
<u>Circus Boy</u>	NBC 7:30pm	<u>Farewell to the Circus</u> ; with regulars & Irene Hervey
ED SULLIVAN SHOW	CBS 8pm	Elvis Presley(S), Arthur Worsley(ventril), Nanci Crompton(D), Leny Eversong(S), Carol Burnett(C), Lonnie Satin(S), Gutis(C)
STEVE ALLEN SHOW	NBC 8pm	Errol Flynn, Polly Bergen(S), Alan Young(C), Guy Mitchell(S)
<u>General Electric Theatre</u>	CBS 9pm	<u>Never Turn Back</u> - (O) Maurice Tombragel, Jr.; (A) Stirling Silliphant; with Ray Milland, Eleanore Tanin, Barry Kelley, Jonathan Hole, Judson Taylor, Virginia Carroll, Gale Bonney, Frank Fenton, Marshall Kent
ALCOA HOUR	NBC 9pm	<u>A Double Life</u> - (O) Ruth Gordon & Garson Kanin (from "Othello", by William Shakespeare); (A) Maurice Valenoy; with Skelley Winters, Nina Foch, Eric Portman, David White, Ludwig Donath, Luis Van Rooten, Hilda Haynes, Henderson Forsythe, Wallace Rooney, Warren Frost, Ross Martin; Dir - Martin Ritt.
<u>Alfred Hitchcock</u>	CBS 9:30pm	<u>Crackpot</u> - (O) Harold Gast; (A) Martin Berkeley & Harold Gast; with Robert Emhardt, Biff McGuire, Mary Scott, Michael Fox, Phil Garris, Raymond Guth; Dir - John Lucas
<u>Loretta Young</u>	CBS 10pm	<u>Queen Nefertiti</u> - (O) Richard Morris; with Miss Young, Lawrence Dobkin, Ken Remo, Robert Warwick, Robert Fortier; Dir - Richard Morris

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# ROSS REPORTS — TELEVISION INDEX

JANUARY 7-13, 1957

VOLUME 9

NUMBER 2

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## — WEEKLY REPORT —

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Thursday (Jan 10)

POOL- 12:30-1pm EST; SPECIAL - President Eisenhower's State of the Union Message  
- LIVE from WRC-TV(Wash), to the NBC net, via pool arrangements to the ABC net. § Public service. § Prod- NBC News(Wash) for the pool. § President Eisenhower's State of the Union message to Congress will be simulcast live from the Chamber of the House of Representatives.

#### Saturday (Jan 12)

ABC- 7-7:30pm EST; DEBUT - This Is Galen Drake - LIVE from WABC-TV(NY), 18 sta-  
tions live and delayed. § Sponsor- Skippy Peanut Division (Peanut Butter), The Best Foods, Inc., thru Guild, Bascom & Bonfigli, Inc(San Fran). § Pkgr- William Morris Agency(NY); Prod & Dir- Don Appel. § Storyteller Galen Drake is host of this variety show, spinning yarns, discussing timely events, occasionally interviewing guests, and also acting as m.c. for variety portions of the program which will feature singers backed by an orchestra.

### THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm EST) Jan 7; "Call to Freedom," an  
NBC 'Project 20' filmed documentary of Austria's struggle for freedom thru the years, keyed to reopening of the Vienna State Opera in 1955; Prod- Henry Salomon; Writers- Salomon, Richard Hanser, Philip Reisman, Jr; Asst Prod- Donald Hyatt; Edited By- Isaac Kleinerman; FILM from WRCA-TV(NY).

NBC TV Opera Theatre (6 during season, Sat or Sun); Sun, Jan 13, 1:30-4pm EST;  
"War and Peace," American premiere of Serge Prokofiev's opera; English version by Joseph Machlis; LIVE (COLOR) from WRCA-TV(NY). (See page D for cast credits).

### OTHER NETWORK CHANGES & ADDITIONS

ABC- Ted Mack and the Original Amateur Hour (Sun, 7:30-8:30pm EST) Jan 6 & 13 pro-  
grams will originate from Miami Beach (6) and Miami (13) and be will be seen 7:30-9pm EST these two weeks only, after which it returns to New York.

CBS- The Last Word; DEBUT Jan 6; Sun, 2:30-3pm EST; LIVE from WCBS-TV(NY), to the net.  
§ Sustaining. § Pkgr- CBS Public Affairs(NY); Prod- Bill Weinstein; Dir- Lamar Casselli; Assoc Prod- Bob Warner; Writers- Steve Sondheim, Madeline Karr. § Dr. Bergen Evans is regular host, with a different panel of three noted guests each week, all acting as a "court of appeals" on matters relating to the English language. The program will deal with everything in the world of words, featuring word games, examinations of oddities in and the development of English-American.

- Page 4 -

THIS WEEK

# THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. From the first settlers to the present day, the nation has evolved through various stages of development. The early years were marked by exploration and the establishment of colonies. The American Revolution led to the birth of a new nation, and the subsequent years saw the expansion of territory and the growth of industry. The Civil War was a pivotal moment in the nation's history, leading to the abolition of slavery and the strengthening of the federal government. The late 19th and early 20th centuries were characterized by rapid industrialization and the rise of the United States as a world power. The mid-20th century saw the nation's involvement in two world wars, and the latter half of the century was marked by the civil rights movement and the Vietnam War. The present day is a time of continued growth and change, with the United States facing new challenges and opportunities.

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AGENCY SHOWS SIDE BY SIDE SANCAR 1 - SANCAR 2  
XX

Most of the shows on January 4, 5, 6 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, January 11. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer(S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology), usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY JANUARY 4  
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West Point CBS 8pm The Hard Task; with Jack Grinnage, Peter Miller, Chet Marshall, Del Erickson, Paul Grant, Jack Mather, Tom Hatcher; (SD) Leon Benson

SUNDAY JANUARY 6

LAMP UNTO MY FEET, CBS 10am Speak Roughly to Your Little Boy - (O) Jerry De Bono; with Haila Stoddard, Whitfield Connor, John Reese, Judson Reese; (SD)

LOOK UP & LIVE CBS 10:30am

CAMERA THREE      CBS 11:30am      Troili and Cressidae; with Stephen Joyce, Olive Deering, John Marley, Robert Lansing, Donald Harron, Ellen Madison; (SW&SD)

ODYSSEY CBS 4pm with Beatrice Kay(S), Kyra Nijinsky(D); written by Bill Templeton;  
(PREMIERE)

OMNIBUS                      ABC 9pm                      Oedipus the King - (O) Sophocles; (A) Walter Kerr; with Carol Goodner, J. Robert Dietz, Robert Carroll, Robert Goodier, William Needles, William Shatner, Michael Stron, Donald Davis, (& chorus of 8); (SD)

MONDAY JANUARY 7  
 1919

Danny Thomas Show      ABC 8pm      The School Teacher; with regulars & Monica Lewis, Ben Lessy; (SW&SD)

Producers' Showcase NBC 8pm Call to Freedom; ('Project 20' filmed documentary of Vienna State Opera reopening)

VOICE OF FIRESTONE ABC 8:30pm Robert Rounseville

TALENT SCOUTS CBS 8:30pm Betty Ferguson(S), Gene Griffin(S), Hometowners(S-M)

I Love Lucy CBS 9pm with regulars & Mr. & Mrs. Johnny Longdon, Florence Shaen, Jesslyn Fax, Robert Foulk, Byron Kane, Phil Tead, William Erwin, Jimmy Cross, Sandra Gould, Lester Dorr; (SW&SD)

December Bride CBS 9:30pm Royalty; with regulars & John Qualen, Iphigenie Castiglioni,  
(Spring Byington) Isabel Randolph, Gordon Richards; (SW&SD)

TOP TUNES & NEW TALENT ABC 9:30pm Jack Imel(D-M), Ann Mason(S), Anna Louise Bennett(M)  
(Lawrence Welk)

ROBERT MONTGOMERY NBC 9:30pm The Liar - (0) J. Harvey Howells; with Norma Moore, Jan Miner, House Jameson, Fred Beir, Barbara Joyce, Reedy Talton, Katherine Meskill, James Resse, Joan Harvey, Joan Watson

|            |          |                                                                                                                                                                                                       |
|------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STUDIO ONE | CBS 10pm | <u>Love at Fourth Sight</u> - (O) Sumner Locke Elliott; with Gisele MacKenzie, William Redfield, Evelyn Varden, Maggie Smith, Alice Ghostly, Clarence Hoffman, Margaret Barker; Dir - Robert Mulligan |
|------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Douglas Fairbanks      WRCA 10:30pm      Timmy the Shanks - re-run of 9/10/56  
Presents

# CONFIDENTIAL

On January 1, 1964, the following information was received from the [redacted] regarding the activities of [redacted] in the [redacted] area. The information was obtained from a confidential source who has provided reliable information in the past.

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TUESDAY JANUARY 8  
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<u>Conflict</u>	ABC 7:30pm	<u>Girl on a Subway</u> - (O) Frederic Brady; with Natalie Wood, Charles Ruggles, James Garner, Murray Hamilton, Joe Kearns, Eleanore Audley, Nicky Blair
JONATHAN WINTERS	NBC 7:30pm	Guy Mitchell(S)
<u>Phil Silvers Show</u>	CBS 8pm	<u>The Blue Blood of Bilko</u> ; with regulars & Efrem Zimbalist, Jr., Harry Pederson, Alney Alba, Sherman Sneed, Paul LaBoissiere, Ray Bramley, Marjorie Gateson, Harry Holcombe, Ann Flood, Fred Herrick, Stephen Douglas
<u>Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	with regulars & Rod Redwing, Rico Alaniz, Maurice Hugo; (SW&SD)
<u>The Brothers</u>	CBS 8:30pm	<u>The Brave Ones</u> ; with Barbara Billingsley, Joyce Jameson, Irene King, Harry Wilson, Gil Perkins, Charley Lung, Bill Saito
<u>Noah's Ark</u>	NBC 8:30pm	<u>The Guide</u> ; with regulars & Lillian Powell, Jim Horan
<u>Broken Arrow</u>	ABC 9pm	<u>The Rescue</u> ; with regulars & Kathy Nolan, Eddy Walker
<u>Jane Wyman Show</u>	NBC 9pm	<u>Twenty Dollar Bride</u> - (O) Aaron Spelling; (A) Buckley Angell & Aaron Spelling; with Miss Wyman, Jeff Morrow, Claude Akins, Gordon Jones, Paul Wexler, Jim Hayward, Minerva Urecal
RED SKELTON SHOW	CBS 9:30pm	<u>Reporter Clem</u> ; with regulars & George Raft
<u>DuPont Theatre</u>	ABC 9:30pm	<u>House of Empty Rooms</u> - (O) Doris Hume; (A) Gabrielle Upton; with Ann Harding, Carol Veazie, Helen Westcott, Ross Ford, Ray Walker, Robert Crosson, Beverly Long, Judith Ames, Sven-Hugo Borg, Jimmy Carter, Sydney Mason
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	<u>Divorcees Anonymous</u> - (O) Vance Bourjaily; with June Dayton, Bibi Osterwald, Frank Overton, Monica Lovett, Maxine Stuart, Frank Marth, Nancy Rennick; Dir - William Corrigan
IT'S POLKA TIME	ABC 10pm	The Swiss Misses(D)

WEDNESDAY JANUARY 9  
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|                                               |            |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Death Valley Days</u><br>(Stanley Andrews) | WRCA 7pm   | <u>Love 'em and Leave 'em</u> ; with William Sheldon, Helene Marshall, Garr Nelson, Regina Gleason, Gordon Barnes, Dick Alexander                                                                                                                                                                                                                                                                                                       |
| <u>Hiram Holliday</u><br>(Wally Cox)          | NBC 8pm    | with regulars & Maureen Hingert                                                                                                                                                                                                                                                                                                                                                                                                         |
| <u>Navy Log</u>                               | ABC 8:30pm | <u>Operation Golden Rule</u> ; with Steven Terrell, Tom Pittman, Kort Falkenburg, James Hong                                                                                                                                                                                                                                                                                                                                            |
| <u>Father Knows Best</u><br>(Robert Young)    | NBC 8:30pm | <u>Swiss Family Anderson</u> ; with regulars & Nelson Leigh, Don C. Harvey; (SW&SD)                                                                                                                                                                                                                                                                                                                                                     |
| <u>Millionaire</u><br>(Marvin Miller)         | CBS 9pm    | <u>The Story of Nancy Wellington</u> ; with Anita Louise, Lisa Montrell, Peter Cookson, Alberto Morin, Isabell Withers, Paul Frees, Robert B. Williams, Kenneth Gibson, Mary Benoit                                                                                                                                                                                                                                                     |
| KRAFT THEATRE                                 | NBC 9pm    | <u>Six Hours of Terror</u> - (O) Francis Didelot ("Six Heures d'Angoisse"); (A) John Whedon; with Theodore Bikel, Charles Aidman, Peg Feury, Lawrence Hugo, Katherine Sergava                                                                                                                                                                                                                                                           |
| <u>Ford Theatre</u>                           | ABC 9:30pm | <u>The Quiet Stranger</u> - (O) Russell S. Hughes; with George Montgomery, Forrest Tucker, Bobby Clark, Lyn Thomas, Ted de Corsia, Bill Hale, Mike Bataran; Dir - George Archainbaud                                                                                                                                                                                                                                                    |
| <u>20th Century-Fox<br/>Hour</u>              | CBS 10pm   | <u>End of a Gun</u> - (O) William Bowers & Andre De Toth; (A) Sam Peckinpah (from screenplay by William Bowers & William Sellers); with Richard Conte, Lyle Bettger, Marilyn Erskine, John Barrymore, Jr., Carl Benton Reid, Alix Talton, Frank Ferguson, Jim Hayward, Jimmy Baird, Mort Mills, John Cliff, Richard Crane, Jameel Farah, Michael Landon, Frank Sully, Maudie Prickett, Richard Collier, Peter Brocco; Dir - Lewis Allen |

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THURSDAY JANUARY 10  
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CIRCUS TIME	ABC 8pm	Al Kelly(C), Four Crazy Sailors(acro), The Jeffreys(aerial), Roy Benson(C-magic), Ala Ming(high wire)
<u>Bob Cummings Show</u>	CBS 8pm	<u>Beach Bandit</u> ; with regulars & Jackie Loughery, Richard Deacon, Robert Carson; (SW&SD)
SHOWER OF STARS (Bill Lundigan)	CBS 8:30pm	Jack Benny, Liberace(M), Jayne Mansfield, Vincent Price, Rod McKuen(S), Joan O'Brien(S); (SW&SD)
<u>Wire Service</u> (Mercedes McCambridge)	ABC 9pm	<u>World of the Lonely</u> - (O) Gabrielle Upton; with Robert Cornthwaite, Virginia Gregg, Carla Merey; (SD) Anton Leader
<u>The People's Choice</u> (Jackie Cooper)	NBC 9pm	with regulars & Jameel Farah, George Dunn, Joe Brown, John Doucette, Milton Frome, Jimmy Cross; (SW&SD)
PLAYHOUSE 90	CBS 9:30pm	<u>Ninth Day</u> - (O) Dorothy & Howard Baker; with John Kerr, Audra Lindley Piper Laurie, James Dunn, Victor Jory, Mary Astor, Elizabeth Patterson, Nehemiah Persoff; Dir - John Frankenheimer
FORD SHOW	NBC 9:30pm	Jack Bailey
AIR TIME '57	ABC 10pm	Eddy Arnold(S)
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	<u>Just Across the Street</u> - (O) & screenplay by Roswell Rogers & Joel Malone; (A) Sanford Barnett; with Julie Adams, Cecil Kellaway, Jack Kelly; (SD) David Orrick

FRIDAY JANUARY 11  
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|                                                         |            |                                                                                                                                                                                                                                        |
|---------------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)            | ABC 7:30pm | <u>The Indian Hater</u> -(SW) Arthur Browne, Jr & Jerry Thomas; with regulars & Clancy Cooper, Rick Vallin, Jan Arvan, Dehl Berti, Joe Canutt; (SD)                                                                                    |
| <u>Adventures of Jim Bowie</u> (Scott Forbes)           | ABC 8pm    | <u>The Beggar of New Orleans</u> - (A) Endre Bohem & Louis Vittes; with John Hoyt, Robert Cornthwaite, Joyce Vanderveen, Paul Claydon, Morris Ankrum, Lorna Thayer; (SD)                                                               |
| <u>West Point</u>                                       | CBS 8pm    | <u>Start Running</u> ; with Pat Conway, Larry Hagland, Brett Halsey, Mike Mason, Betsy Meade, Mike Garth, Coe Norton, Cindy Robbins, Rand Harper, Barbara Wilson, Charles Quinlivan; (SD) Leon Benson                                  |
| <u>Life of Riley</u><br>(William Bendix)                | NBC 8:30pm | <u>Free Trip to Hawaii</u> ; with regulars & Lewis Charles, Bill Munchow, Joe Flynn, Carl "Duke" Stewart, Nick Venetoulis, Jill St. John, Leon Lontok, Marvin Press; (SW&SD)                                                           |
| <u>Crossroads</u>                                       | ABC 8:30pm | <u>Weekend Minister</u> - (O) Dewitt Bodeen; with Richard Arlen, Eduard Franz, Frank Wilcox, Eleanor Audley, Ron Hargrave, Patricia Hardy, David Leonard; (SD)                                                                         |
| <u>Dick Powell's Zane Grey Theatre</u>                  | CBS 8:30pm | <u>No Man Living</u> - (O) Norman Daniels; (A) Stirling Silliphant; with Judson Pratt, Russ Conway, Peter Whitney, James Anderson, William Newell, Stafford Repp; (SD) John English                                                    |
| <u>On Trial</u><br>(Joseph Cotten)                      | NBC 9pm    | <u>Dog versus Biddeford</u> - (O) Irving Rubine & Paul David (from actual court records); with Cotten, Jan Cheney, L.Q. Jones, Maury Hill; (SD)                                                                                        |
| <u>Mr. Adams &amp; Eve</u><br>(Ida Lupino, Howard Duff) | CBS 9pm    | <u>Typical</u> ; with regulars & Larry Dobkin, Norma Barden, Ruth Warren, Joe Mell, Phil Arnold; (SW&SD)                                                                                                                               |
| <u>The Vise</u><br>(Donald Gray)                        | ABC 9:30pm | <u>Corpse With a Sword</u> ; with regulars & Peter Bathurst, Frank Henderson, John Barron, Anne Valery, Pat Halpin; (SD)                                                                                                               |
| <u>Schlitz Playhouse</u>                                | CBS 9:30pm | <u>Tower Room 14-A</u> - (O) Raymond Chandler; (A) David Harmon; with Edmond O'Brien, Ruta Lee, Jerry Paris, Richard Jaeckel, Howard Wright, Joseph Corey, Peggy Connelly, Kirby Smith, Marilyn Buford, Rayford Barnes; Dir - Don Weis |
| BIG STORY<br>(Ben Grauer)                               | NBC 9:30pm | <u>Ralph Lowenstein, Reporter: El Paso(Tex.) Times</u> - (A) Jerry Cooper-smith; with Martin Landau, David Opatoshu, Geena Goodwin, Miriam Colon, Allen Nourse, Ralph Camargo, Roy King, Douglas Rutherford                            |
| <u>The Lineup</u><br>(Tom Tully)                        | CBS 10pm   | <u>The Toy Tiger Case</u> - (O) Lawrence Resner; with regulars & Jil Jarmyn, Angie Dickinson, Henry Slate, Ron Hagerthy, Benny Baker, Helene Santley, Sayre Dearing, Collette Lyons, Ralph Smiley; (SD)                                |

SECRET

1. The first part of the document discusses the importance of maintaining accurate records of all activities. It emphasizes that these records are essential for the proper functioning of the organization and for the identification of any potential issues or discrepancies.

2. The second part of the document outlines the specific procedures for the collection, storage, and retrieval of information. It details the responsibilities of each department and the steps that must be followed to ensure that all data is properly managed.

3. The third part of the document addresses the security of the information. It discusses the various measures that have been implemented to protect the data from unauthorized access, loss, or destruction. It also outlines the protocols for handling any security breaches.

4. The fourth part of the document discusses the importance of regular audits and reviews. It explains how these activities can help to identify any weaknesses in the system and to ensure that the organization is always up-to-date with the latest best practices.

5. The fifth part of the document discusses the importance of training and education. It explains how providing regular training to all staff members can help to ensure that they are all aware of the latest security protocols and procedures.

6. The sixth part of the document discusses the importance of communication. It explains how maintaining open lines of communication between all departments can help to ensure that everyone is working towards the same goals and objectives.

7. The seventh part of the document discusses the importance of documentation. It explains how maintaining accurate records of all activities can help to ensure that the organization is always up-to-date with the latest information.

8. The eighth part of the document discusses the importance of compliance. It explains how ensuring that the organization is always compliant with all relevant laws and regulations can help to avoid any potential legal issues.

9. The ninth part of the document discusses the importance of risk management. It explains how identifying and assessing potential risks can help to ensure that the organization is always prepared to handle any potential threats.

10. The tenth part of the document discusses the importance of continuous improvement. It explains how regularly reviewing and updating the system can help to ensure that the organization is always at the forefront of the latest technology and best practices.

11. The eleventh part of the document discusses the importance of transparency. It explains how being open and honest about all activities can help to build trust and confidence among all stakeholders.

12. The twelfth part of the document discusses the importance of accountability. It explains how ensuring that everyone is held responsible for their actions can help to ensure that the organization is always operating at the highest level of efficiency.

13. The thirteenth part of the document discusses the importance of innovation. It explains how encouraging all staff members to think creatively and to come up with new ideas can help to ensure that the organization is always staying ahead of the competition.

14. The fourteenth part of the document discusses the importance of collaboration. It explains how working closely with all departments and external partners can help to ensure that the organization is always achieving its goals and objectives.

15. The fifteenth part of the document discusses the importance of leadership. It explains how having strong leaders who are able to inspire and motivate their teams can help to ensure that the organization is always performing at its best.

16. The sixteenth part of the document discusses the importance of ethics. It explains how ensuring that the organization is always operating in a fair and ethical manner can help to build a strong reputation and to attract and retain the best talent.

17. The seventeenth part of the document discusses the importance of sustainability. It explains how ensuring that the organization is always operating in a sustainable manner can help to ensure that it is able to continue to thrive for the long term.

18. The eighteenth part of the document discusses the importance of social responsibility. It explains how ensuring that the organization is always contributing positively to society can help to build a strong brand and to attract and retain the best talent.

19. The nineteenth part of the document discusses the importance of diversity. It explains how ensuring that the organization is always composed of people from a wide range of backgrounds and experiences can help to ensure that it is always able to bring the best ideas and solutions to the table.

20. The twentieth part of the document discusses the importance of inclusion. It explains how ensuring that everyone is able to participate fully in all activities can help to ensure that the organization is always achieving its goals and objectives.



MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 4 - FRIDAY JANUARY 11  
 ~~~~~

GOOD MORNING (Will Rogers, Jr.)	CBS 7am	1/7 - Roger Williams(M), Jack E. Leonard(C), Art Lund(S); 1/8 - Kay Ballard(C), Eddie Heywood(M), Art Lund(S), Jack E. Leonard(C); 1/9 - Don Rondo(S), Florian Zabach(M); 1/10 - Shirley Yamaguchi, Bob Carroll(S); 1/11 - Betty Johnson(S), Betty & Jane Kean(S-C)
GARRY MOORE SHOW	CBS 10am	1/7 - Jess Parker; 1/8 - Martha Davis & Spouse(C-S); 1/11-Varel & Bailly with Les Chanteurs de Paris(S)
NBC MATINEE THEATRE	NBC 3pm	1/7 - <u>The Lonely Look</u> - (O) Herman Raucher; 1/8 - <u>The Sudden Truth</u> - (O) Charles Cagle; 1/9 - <u>The Man in Half Moon Street</u> - (O) Barre Lyndon; (A) Kathleen & Robert Howard Lindsay; 1/10 - <u>The Hex</u> - (O) Gene Feldman; 1/11 - <u>If This Be Error</u> - (O) Rachel Grieve; (A) William Kendall Clark
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>Message for Margaret</u> - (O) Elinor Lenz; with Kathleen Maguire, Philip Abbott, Jerry Grant, Gene Peterson; (SD)
TONIGHT	NBC 11:30pm	(Mon&Tue - Kovacs); 1/8 - Toni Arden(S); (Wed-Fri - Allen); 1/9 - Bernie West(C); 1/10 - Don Knotts(C), Rosaria(S); 1/11 - Lee Becker Trio(M)

SATURDAY JANUARY 12  
 ~~~~~

|                                        |            |                                                                                                                                                                                                                                |
|----------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>The Buccaneers</u><br>(Robert Shaw) | CBS 7:30pm | with regulars & Wilfrid Downing; (SD) Robert Day                                                                                                                                                                               |
| JACKIE GLEASON                         | CBS 8pm    | <u>At Sixty-Five</u> ; with Eddie Cantor, George Burns & Gracie Allen(C), Ralph Edwards, George Jessel(C), Red Skelton(C), Eddie Fisher(S), Burt Lancaster, Edward R. Murrow, Connie Russell(S); written by Eddie Cantor; (SD) |
| <u>Oh! Susanna</u><br>(Gale Storm)     | CBS 9pm    | <u>Desirable Alien</u> ; with regulars & Roy Roberts, Page Cavanagh Trio (M-S)                                                                                                                                                 |
| <u>Gunsmoke</u><br>(James Arness)      | CBS 10pm   | with regulars & Roy Engle, Vivi Janiss, Tyler McVey, Ted Marcuse; (SD) William D. Russell                                                                                                                                      |
| GEORGE GOBEL SHOW                      | NBC 10pm   | Edmond O'Brien, Tennessee Ernie Ford(SM)                                                                                                                                                                                       |

SUNDAY JANUARY 13  
 ~~~~~

NBC TV OPERA THEATRE	NBC 1:30pm	<u>War and Peace</u> ; libretto by Mira Mendelssohn & Serge Prokofiev; English version by Joseph Machlis; with Helena Scott, Morley Meredith, Linda McNaughton, Chester Watson, Beatrice Krebs, David Lloyd, Gloria Lane, Davis Cunningham, Joshua Hecht, Alice Howland, Arthur Newman, Kenneth Smith, Margery Mayer, Paul Ukena, Leon Lishner, Howard Fried, Mary McKenzie, Norman Atkins, Emile Renan, Luigi Vellucci, Norman Myrvick, Michael Quinn, Lee Cass, Francis Monachino, Michael Kermoyan, (& 68 extras, singers & dancers); Dir - Kirk Browning
WASHINGTON SQUARE (Ray Bolger)	NBC 4pm	with regulars & Milton Berle, Jeannie Carson(C); (SW&SD)
<u>Mama</u> (Peggy Wood)	CBS 5pm	<u>Mama, the Good Samaritan</u> ; with regulars & Helen Claire, Humphrey Davis, Toni Campbell(reg.); (SW&SD)
FRONTIERS OF FAITH	NBC 5pm	<u>Under the Sun of Satan</u> - (O) George Bernanos; with Charles Andre, Frederick Tozere, Ray Rizzo, Stephen Joyce, Brown Stefan; (SD)
<u>Capt. Gallant of the Foreign Legion</u>	NBC 5:30pm	<u>Out of Bounds</u> ; with regulars & Vince Barbi
<u>Telephone Time</u> (John Nesbitt)	CBS 5:30pm	<u>The Jumping Parson</u> - (O) Jerry D. Lewis; with Billy Halop
<u>77th Bengal Lancers</u> (Phil Carey)	NBC 7pm	<u>The Gentle Vise</u> - (O) Douglas Heyes; with regulars & Patrick Whyte, John Hubbard, Joanna Heyes, Daffadar Noor Ali; (SD)
Jack Benny Show	CBS 7:30pm	with regulars & Mary Livingstone





SUNDAY JANUARY 13(Cont'd)  
~~XXXXXXXXXXXXXXXXXXXX~~

<u>Circus Boy</u>	NBC 7:30pm	<u>Elmer the Aeronaut</u> ; with regulars & Sterling Holloway, Hal Hopper, Elaine Haslett, Harry Strang; (SW&SD)
ED SULLIVAN SHOW	CBS 8pm	Kate Smith(S), Imogene Coca(C), Fernanda Montel(S), Jimmy Edmondson(C), Dam Brothers(C), Ballet Basque(S-D-M), Menasha Skulnik
STEVE ALLEN SHOW	NBC 8pm	Xavier Cugat & his band, Abbe Lane(S), Julius La Rosa(S), Joe E. Brown(C)
<u>General Electric Theatre</u>	CBS 9pm	<u>The Earring</u> - (O) Cornell Woolrich; (A) James P. Cavanagh; with Greer Garson, Eduard Franz, Phillip Reed; Dir - Jules Bricken
CHEVY SHOW	NBC 9pm	Dinah Shore(S), Stubby Kaye, Art Carney(C), Perry Como(S)
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>Nightmare in 4-D</u> - (O) Stuart Jerome; (A) Robert C. Dennis & Stuart Jerome; with Henry Jones, Virginia Gregg, Barbara Baxley, Norman Lloyd, Norman Bertold, Percy Halton, Minerva Urecal; Dir - Justus Addiss
<u>Loretta Young Show</u>	NBC 10pm	<u>My Favorite Monster</u> - (O) William Raynor; (A) Pauline Stone; with Miss Young, John Newland, Sandy Descher; (SD) John Newland

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1. The purpose of this document is to provide information regarding the activities of the [redacted] and the [redacted] in the [redacted] area. This information is being provided to you for your information and is not to be distributed outside of your organization.

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## MID-WEEK SPECIAL

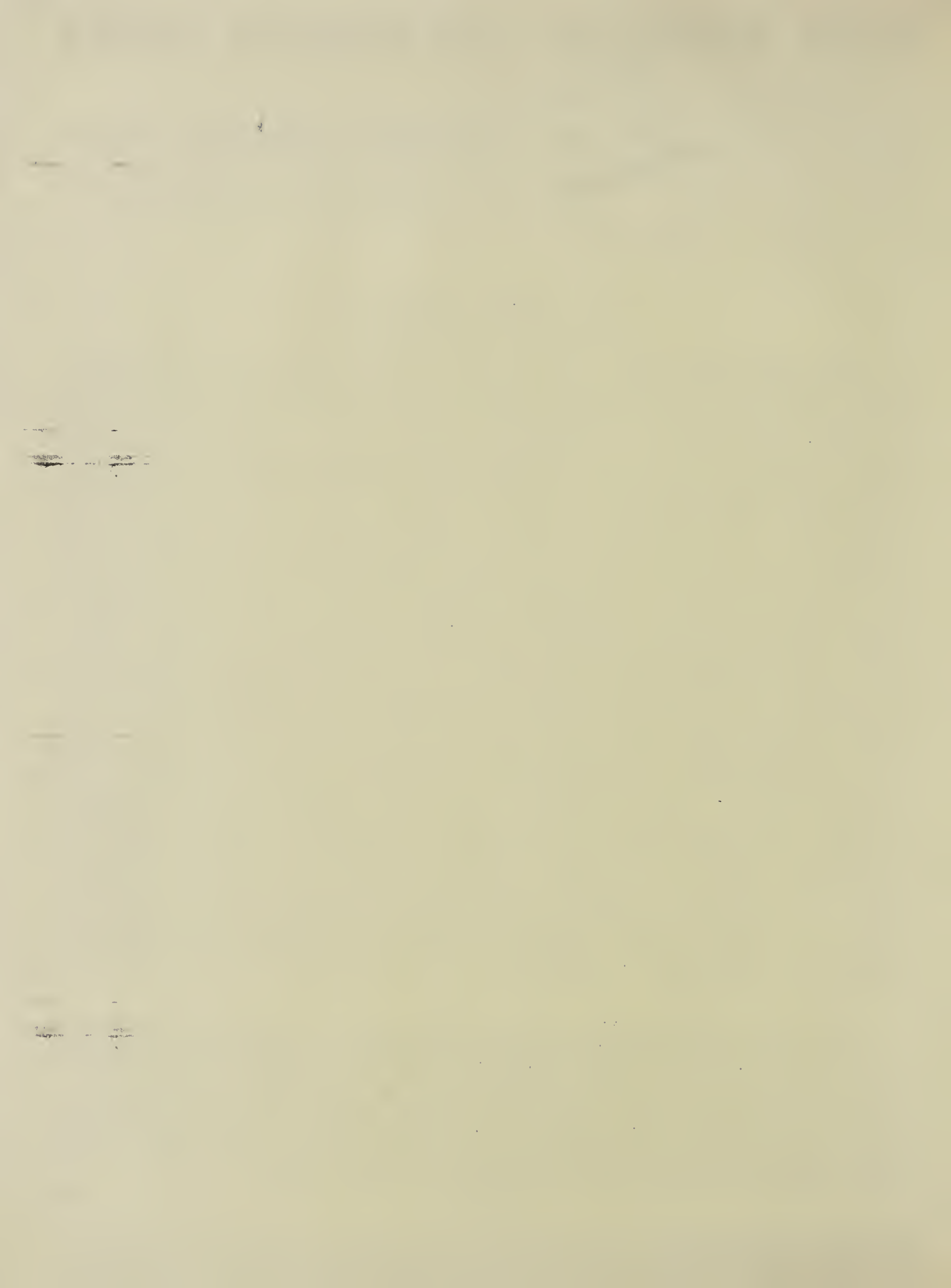
### NEWS - COMMENT - POSSIBILITIES

The new year has brought no let-up in the rumor and fact parade about programs that will depart from the nets in the next few months and those that will replace them. Some of the replacements that have merely been announced have already picked up prospective pallbearers. Television is presumed to be in a new state of flux because of changing advertiser patterns (more alternate-week sponsors), changing viewer habits (they don't seem to look in as often some evenings), and the competition of local movie programs beefed up with movies from the big A libraries (good movies have always been a fine attraction on TV, now with better movies all the "old shows" have to be better). Much has been made of the fact that some new M-G-M, Warners, RKO and Columbia films have knocked off some pretty good competing half-hour shows in local situations. One might consider that the movie industry has been building its stars and its product for a great many years. Most good movies cost a great deal more to put together than the finest television programs. There's still a longer history of loyalty among movie fans than among TV viewers, and most viewers are former movie fans. It really shouldn't surprise anybody that TV showings of good movies should have a better audience appeal than quite a few television programs. Perhaps too much is being made of the momentary success of the movie shows since television has a history that indicates that even the hot shots level off from meteoric peaks. The biggest problem facing television is the question of asserted mediocrity in television's own programming. One sometimes forgets that many things that make up a television schedule have to be blended before programs get on the air and affect the shows after they arrive. The wishes and ideas of producers, network executives, agency executives and the sponsor's executives have worked cruel havoc on some fine ideas. They have also worked together to create some of television's finest material (if it is understood that the term "producer" stands for all the elements that make up his organization, including the writers). If one may flirt with a truism: show business's best minds haven't always found the answer on Broadway, in the movies, on radio or on television. Maybe there isn't any answer to the best way to catch the interest of a fickle audience. Maybe television will just have to moan about the mediocrity of "last season," remembering the wonderful seasons before, and try to find the cue for next season.

NBC Research has prepared a special report, based on Nielsen ratings, that shows that all of NBC's special one-shots, with the Saturday and Monday night Spectaculars, have averaged 18 per cent higher this season than the comparable programs of last season in pulling audiences. As a special nudge for advertisers, the NBC report also pointed out that this season's Specs and Specials averaged a 45 per cent higher rating this past fall than the average of all nighttime programs on the three networks. NBC, by the way, has presented 69 Spectaculars (apart from one-shot specials) on Saturday, Sunday and Monday evenings during the past three seasons.

- Page 1 -

(MORE)





Audrey Hepburn and Mel Ferrer arrived in New York this week to begin rehearsals for "Mayerling," to be presented on Producers' Showcase on Feb 4, with Anatole Litvak producing, staging and directing the program.....Columbia Records' "Song for The Ninth Day," being released across the country, is a Mitch Miller arrangement of the theme music for tomorrow (10) night's Playhouse 90 drama, "The Ninth Day." Two of Miller's previous arrangements of TV music which were successful were from Studio One productions, "Song for a Summer Night," and "Let Me Go, Lover.".....The Lone Ranger will mark its 24th anniversary with another hour-long film revival of the origin of the Lone Ranger legend during February. The 24 years spans the program's history in radio and television.....MCA-TV's State Trooper, being sponsored in 71 markets in 28 states by Falstaff Brewing Corp., is spotted in 91 per cent class A viewing time. The number of markets in prime time periods include eight at 8:30-9pm; eight at 9-9:30pm; 19 at 9:30-10pm and ten at 10-10:30pm.

Judy Garland's next CBS show is slated for February 25, with the big question -- will it be live or film? Miss Garland has been quoted as saying that she will never appear live on television again, but the history of the singer's own efforts in film is that she and Sid Luft are never satisfied, so could the program be put together in time?.....CBS is shooting the pilot for a series starring Walter Slezak this week in New York. Some reports have it that the show is titled Slezak and Son, but CBS cautiously calls it the "Slezak Project.".....The pilot for the new Richard Boone star-rer, Have Gun -- Will Travel, rolled before the end of the year. It brought recollections of two attempted Paul Gilbert pilots for NBC under the title, Have Camera -- Will Travel. Someone forgot to load the camera; maybe the gun will have more success. ....Jack Webb's announcement in Hollywood that he has agreed to suspend production after only 23 films in the Noah's Ark series, followed by a few days the word that he would produce and star in another 78 films for the Dragnet series. Webb has had plans for an airline pilot series for future production, but he will probably put this off to concentrate on adding new interest to the Dragnet films for next season.....Frank Gruber will act as story consultant for Overland Productions, Inc., on the new Wells Fargo film series. The pilot film, which Revue had on Schlitz Playhouse recently, was based on a Gruber original, one of his many Western books. Gruber is also reported to have an interest in the production firm which is headed by Nat Holt.

The Billboard Publishing Co has purchased "TV Availabilities," monthly television magazine which has specialized in the publication of listings and specifications of locally broadcast TV shows in which national advertisers may purchase participations. Beginning in February, the editorial content of the magazine will be incorporated into "The Billboard's" monthly TV merchandising reprint, which will be renamed "The Billboard's TV Availabilities" and will be issued in 9 x 12-inch format.

NBC's new Tonight show, starting Monday, Jan 28, has settled on its columnists, format and production staff. The program will be seen Mondays thru Fridays, 11:15pm-1am EST, 11pm-12midnight CST and 11:30pm-12:30am PST. Norman Frank will be producer, with his New York staff to include Roger Gimbel, associate producer; Ted Nathanson, director; Frank Barton, managing editor, and Ed Cosgrove, unit manager. Don Meier will be location producer for Chicago. Furth Ullman as location producer and Bill Bennington as director, will handle all West Coast telecasts for Tonight. There will be three complete mobile television units, one each in New York, Chicago and Los Angeles, to cover on-the-spot news and features. Control center and main origination will be at RCA Exhibition Hall on West 49th St., in New York. Basic format plan calls for concentration "to capture the tempo and pacing of night life throughout the country... highlights of the entertainment world will be a regular feature." The New York columnists who will cover "America After Dark," will be Hy Gardner, N. Y. Herald Tribune syndicated columnist; Earl Wilson, New York Post and Hall Syndicate columnist; and Bob Considine, International News Service columnist. Irv Kupcinet, syndicated columnist of the Chicago Sun-Times, will cover the Midwest from Chicago. Paul Coates of the Los Angeles Mirror-News and Vernon Scott, Hollywood reporter for United Press, will cover the West from Los Angeles.





CBS is planning on a February start for production of its one-hour films for the Perry Mason series, which will star Raymond Burr, William Hopper and Barbara Hale. Gail Jackson and Ben Brady are co-producers.....Hal Roach Studios expects to continue its trend in using its facilities for "house packages" during 1957. The Studios had a total production expenditure of \$4,867,000 for 1956, representing investments by Hal Roach, Jr., for TV films in which he had sole or joint proprietary interest. During previous years, studio outlay including filming for independent production companies, networks and syndicates. The 1957 production schedule includes continued filming for Oh! Susanna and Telephone Time, both on CBS, and Blondie, just started on NBC; plus a new group of Code 3 films to be added to the 39 currently syndicated by ABC Film Sales. The Roach Studios also has five new Roach properties under consideration for either network showing or syndication, depending on sponsor interest.

Screen Gems lists 18 pilots and series for the 1957-58 season. Titles, production firms and stars are: Here Comes the Showboat; Calhoun-Orsatti Enterprises and Briskin Productions with Screen Gems; starring Rory Calhoun, with Allen Case. The Shape, The Face and The Brain; Harry Sauber Productions with Screen Gems; starring Mamie Van Doren, Gail Robbins and Virginia Field. Tom, Dick and Harry; Briskin Productions with Screen Gems; starring Gene Nelson, Joe Mantell and Marvin Kaplan. The Book of Books; William Goetz with Screen Gems; great religious dramas from the Bible. Dr. Mike; Bryan Foy Productions with Screen Gems; starring Keith Andes. Casey Jones; Briskin Productions with Screen Gems; starring Alan Hale, Jr., with 11-year-old Bobby Clark. Shore Leave; Harry Sauber Productions with Screen Gems; starring Paul Gilbert and Pete Marshall. Ivanhoe; Screen Gems; starring Roger Moore, with John Pike. Danger Is My Business; Briskin Productions with Screen Gems; starring John Payne. Western Ranch Party; Ranch Party-Briskin Productions with Screen Gems; starring Tex Ritter as host and Jay Stewart as m.c. Johnny Wildlife; Wildlife Adventure Corp. with Screen Gems; starring Paul Langton, with Trudy Marshall and Tony Dowd. You Can't Take It With You; Screen Gems; no stars named. Johnny Nighthawk; Briskin Productions with Screen Gems; no star named. Clipper Ship; Screen Gems; no star named. The Web; Goodson-Todman Productions with Screen Gems; mystery anthology series. University Award Theatre; Screen Gems; drama anthology series with a top name permanent host. The Leathernecks; Briskin Productions with Screen Gems; two stars, not named. Standing Room Only; Screen Gems; drama anthology series.

First of the new "two-and-a-half" series to be produced by Warner Bros. Pictures, Inc., for ABC Television will be Amazon Trader, half-hour weekly series to be filmed on location. Two planned one-hour programs will be set for the fall of 1957 for the network. ABC-Warners filmed programming will be supervised by James T. Aubrey, Jr., for ABC and William T. Orr for Warners.....Paddy Chayefsky will collaborate with the American Psychiatric Assn on the development of a new TV series planned for this year, with the association aiding in the preparation of scripts, which will be concerned with the mechanisms underlying human behavior as the psychiatrist views them. No definite production plans have been announced.

PEOPLE GOING PLACES: John H. Mitchell, ABC v.p., has been named general manager of KGO-TV and KGO, ABC-owned stations in San Francisco.....Mortimer Weinbach appointed v.p. and general counsel for ABC, succeeding James A. Stabile, who resigned to join NBC's talent and contract administration dept.....Robert Lawrence Productions, Inc., New York film commercial producers, bought Loucks & Norling Studios, New York industrial film firm.

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# ROSS REPORTS — TELEVISION INDEX

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NUMBER 3

EDITOR: Jerry Leichter

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## — WEEKLY REPORT —

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Saturday (Jan 19)

NBC- 4:30-5pm EST; RETURN - Racing From Hialeah - LIVE from WCKT(Miami), to the net. § Sustaining. § Pkgr & Prod- NBC Sports; production crew not set. § Telecasts of seven stake races on successive Saturdays, thru March 2, from Hialeah Park, Miami. The schedule includes the "Widener Handicap" on Feb 23 and the "Flamingo Stakes" on March 2.

NBC- 10-10:30pm EST; SPECIAL - The Ernie Kovacs Show - LIVE (COLOR) from WRCA-TV(NY), 125 stations live. § Co-Sponsors-Oldsmobile Div, GMC, thru D. P. Brother & Co(Detroit); Radio Corp of America thru Kenyon & Eckhardt, Inc(NY); and Whirlpool-Seeger Corp thru Kenyon & Eckhardt, Inc(NY). § Pkgr- NBC-TV(NY); Prod- Ernie Kovacs; Dir- Barry Shear; Music Dir- Harry Sosnik. § Ernie Kovacs stars in a special comedy show that will have no dialogue. The program follows a one-hour Saturday Spectacular (see below) with the same sponsors. It replaces the George Gobel Show this day only.

### THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Saturday Spectacular (Every 4th Sat, 9-10:30pm NYT) Jan 19, 9-10pm EST (see The Ernie Kovacs Show above); The Jerry Lewis Show; special music-comedy revue, starring comedian Jerry Lewis, with comedian Jan Murray, others; Pkgr- York Productions(LA); Prod- Ernest Glucksmann; Dir- Dick Weinberg; Music Dir- Earl Sanford; Writers- Artie Phillips, Harry Crane; Choreog- Herb Roth; Choral Dir- Norman Luboff; LIVE (COLOR) from WRCA-TV(NY), 125 stations live.

### OTHER NETWORK CHANGES & ADDITIONS

CBS- World News Roundup; DEBUT Jan 13; Sun, 3:30-4pm EST; LIVE & FILM from WCBS-TV(NY) to the net. § Sustaining. § Pkgr- CBS News(NY); Prod- Leslie Midgley; Dir- Vern Diamond; Writer- John Sharnik. § Eric Sevareid is anchor man for this new spot news-feature program which will utilize the entire network of more than 600 CBS News personnel around the world; live, on film and thru voice over film.

Playhouse 90 (Thu, 9:30-11pm EST) Sponsors as of Jan 10: 9:30-10pm, Singer Sewing Machine Co alternates with Bristol-Myers Co; 10-10:30pm, Ronson Corp alt with Bristol-Myers Co (started Jan 10); 10:30-11pm, Philip Morris, Inc (Marlboro) thru Leo Burnett, Inc (started Jan 3) alt with American Gas Assn thru Lennen & Newell, Inc (started Jan 10). (See Television Index card for complete information).

NBC- Twenty-One (Mon, 9-9:30pm EST) New day and time, effective Jan 14. The program was previously seen Wed, 10:30-11pm. It replaces Can Do (last show Dec 31).





TALENT SHOWSHEET JANUARY 11 - JANUARY 20  
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Most of the shows on January 11, 12, 13 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, January 18. Script identifications used are; (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology), usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY JANUARY 11  
 ~~~~~

<u>Blondie</u>	NBC 8pm	<u>Dagwood Makes Page One</u> ; with Pamela Britton, Arthur Lake, Harold Peary, Florenz Ames, Ann Barnes, Stuffy Singer, Lela Bliss, Lucien Littlefield; (SW&SD)
RAY ANTHONY SHOW	ABC 10pm	with Margaret Whiting & the King Sisters

SUNDAY JANUARY 13  
 ~~~~~

|                   |             |                                                                                                                                                 |
|-------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET | CBS 10am    | <u>Night Visit</u> ; (O)Harry Olesker; with Scott McKay, House Jameson, Howard Wierem, Louise Latham; Dir - James MacAllen                      |
| CAMERA THREE      | CBS 11:30am | <u>The Rime of the Ancient Mariner</u> ; kine repeat, 8/26/56                                                                                   |
| <u>Odyssey</u>    | CBS 4pm     | <u>They Took A Blue Note</u> ; with Alphonse Picou(M); Lanville Johnson Union Brass Band(M); Eureka Brass Band of New Orleans (M); (SW&SD)      |
| WASHINGTON SQUARE | NBC 4pm     | Add: Polly Bergen(S)                                                                                                                            |
| OMNIBUS           | ABC 9pm     | <u>Introduction to Modern Music</u> ; with Leonard Bernstein(M), Juillard String Quartet(M); <u>Hungarian Refugee Program</u> ; (O) John Hersey |
| CHEVY SHOW        | NBC 9pm     | Dinah Shore(S), Stubby Kaye(C), Art Carney(C), Perry Como(S), Skylarks(S), Count Basie & his orch.(M)                                           |

MONDAY JANUARY 14  
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<u>Danny Thomas Show</u>	ABC 8pm	<u>Danny's Date</u> ; with regulars & Barbara Billingsley; (SW&SD)
VOICE OF FIRESTONE	ABC 8:30pm	Patrice Munsel
TALENT SCOUTS	CBS 8:30pm	The Red River Ramblers(M-S), Bob Braun(S)
<u>I Love Lucy</u>	CBS 9pm	<u>Lucy Meets Superman</u> ; with regulars & Doris Singleton, George O'Hanlon, Stevie Kay, Ralph Dumke, Madge Blake; (SW&SD)
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Darlene Powell(S), Pvt. Steve Kopy(M)
<u>December Bride</u> (Spring Byington)	CBS 9:30pm	<u>Chicken Farm</u> ; with regulars & Irving Bacon, Will Wright; (SW&SD)
ROBERT MONTGOMERY	NBC 9:30pm	<u>Give and Take</u> ; (O)Phyllis Bentley; (A)Gail Ingram; with Martha Scott, Kent Smith, Margery Maude, Joanne Linville, Donald McKee, Elizabeth Watts, Melville Ruick, Fay Sappington; (SD) James Sheldon
STUDIO ONE	CBS 10pm	<u>The Dark Corner</u> ; (O)Arthur Wallace; with Phyllis Thaxter, Faye Bainter, Robert Pastine, Conrad Nagel, Joseph Sweeney; Dir - Tom Donovan

TUESDAY JANUARY 15  
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|-----------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Cheyenne</u> | ABC 7:30pm | <u>Land Beyond the Law</u> ; (O)Howard Browne & Harold Shumate; (A) Howard Browne; with Andrew Duggan, Jennifer Howard, James Griffith, Francis Desales; (SD) |
|-----------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|





TUESDAY JANUARY 15(Cont'd)  
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JONATHAN WINTERS	NBC 7:30pm	Helen O'Connell(S)
<u>Phil Silvers Show</u>	CBS 8pm	<u>Love That Guard House</u> ; with regulars; (SW&SD)
<u>Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>Wyatt and the Captain</u> ; with regulars & Ron Kennedy, James Seay, Tris Coffin, Bob Ellis; (SW&SD)
<u>The Brothers</u>	CBS 8:30pm	with regulars & Faye Spain, Delores Michaels, Rosemary Ace; (SW&SD)
<u>Noah's Ark</u>	NBC 8:30pm	<u>The Talking Ostrich</u> ; with regulars & Malcom Atterbury, Jim Horan, Lillian Powell; (SW&SD)
<u>Broken Arrow</u>	ABC 9pm	<u>Apache Dowry</u> ; with regulars & Howard Petrie, Maurice Jara, Lisa Montell, Strother Martin, Paul Birch; (SW&SD)
<u>Jane Wyman Show</u>	NBC 9pm	<u>Portrait in Fear</u> ; (O)Tony Barrett; with Miss Wyman, Paul Bryar, Don Garrett, Lewis Charles, Arthur Hanson, Mimi Gibson, Ruth Lee, Ed Platt, Katherine Warren, Harvey Stephens, Barry Atwater, Tony Barrett
<u>DuPont Theatre</u>	ABC 9:30pm	<u>Leap to Heaven</u> ; (O)Frederic Brady; with Bob Richards, Hal Stalmaster, Richard Tyler, Gloria Castillo, Alan Dinehart, James McCallion, Donna Corcoran, Louise Arthur; Dir - Alvin Ganzer
RED SKELTON SHOW	CBS 9:30pm	<u>Sailor Takes a Wife</u> ; with regulars & Mickey Rooney; (SW&SD)
KAISER ALUMINUM HOUR	NBC 9:30pm	<u>A Real Fine Cutting Edge</u> ; (O)Robert Dozier; with James MacArthur, Jack Warden, Dick York, Harry Townes, George Peppard, Paul Mazursky; Dir - George Roy Hill
IT'S POLKA TIME	ABC 10pm	The Israeli Folk Dancers(D)

WEDNESDAY JANUARY 16  
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|                                            |            |                                                                                                                                                                              |
|--------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Hiram Holliday</u><br>(Wally Cox)       | NBC 8pm    | with regulars & Jacqueline Beer                                                                                                                                              |
| <u>Navy Log</u>                            | ABC 8:30pm | <u>The Countess and the Convicts</u> ; with regulars & Tris Coffin, Leonard Strong, Freeman Morse; (SW&SD)                                                                   |
| <u>Father Knows Best</u><br>(Robert Young) | NBC 8:30pm | <u>Brief Holiday</u> ; with regulars & John Banner, Sarah Selby, Vivi Janiss; (SW&SD)                                                                                        |
| <u>Millionaire</u><br>(Marvin Miller)      | CBS 9pm    | <u>The Story of Russell Herbert</u> ; with Lewis Martin, Mari Aldon, Paul Dubov, Milton Parsons, Stephens Roberts, Eddie Gomez, Edward Colemans; (SD)                        |
| KRAFT THEATRE                              | NBC 9pm    | <u>No Warning</u> ; (O)Junius Eddy; with Pat Hingle, Mike Kellin, James Broderick, Joe Campanella, Robert Ellenstein, Mary James, Joe Helgesen                               |
| <u>Ford Theatre</u>                        | ABC 9:30pm | <u>Sweet Charlie</u> ; (O)Steve Fisher; with Frank Lovejoy, Susan Cummings, Dick Foran, John Zaremba, Carlyle Mitchell, Marilyn Saris, Joan Dixon; Dir - James Sheldon       |
| U S STEEL HOUR                             | CBS 10pm   | <u>To Die Alone</u> ; (O)Bob & Wanda Duncan; with Burl Ives, Jane Pickens, Gregory Lafayette, Jane McArthur, Frank Overton, Gerald Price, Karl Swenson; Dir - S. Robert Rowe |

THURSDAY JANUARY 17  
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<u>Sgt. Preston</u> (Richard Simmons)	CBS 7:30pm	with regulars & Don Lawton, Alma Lawton, Jack Harris
CIRCUS TIME	ABC 8pm	Enid Mosier(M), Costine's Chimps, La Blonde Trio(acro), The Gene Jimae Trio(magic - M), Ben Dova(C)
<u>Bob Cummings Show</u>	CBS 8pm	<u>Bob Gives Pamela The Bird</u> ; with regulars & Nancy Kulp; (SW&SD)

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THURSDAY JANUARY 17(Cont'd)  
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|-----------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CLIMAX<br>(Bill Lundigan)                     | CBS 8:30pm | <u>The Gold Dress</u> ; (O)Stephen Vincent Benet; (A)Robert Tallman;<br>with Sylvia Sidney, Leif Erickson, June Lockhart, Cameron<br>Prud'homme; Dir - Buzz Kulik                                                                   |
| <u>Wire Service</u><br>(Dane Clark)           | ABC 9pm    | <u>The Third Inevitable</u> ; (O)Frank L. Moss; with Steve Terrell,<br>Carolyn Craig, Carl Betz, Willis Bouche; Dir - John Peyser                                                                                                   |
| <u>The People's Choice</u><br>(Jackie Cooper) | NBC 9pm    | <u>Sock's Secret Honeymoon</u> ; with regulars & William Bakewell;<br>(SW&SD)                                                                                                                                                       |
| PLAYHOUSE 90                                  | CBS 9:30pm | <u>So Soon To Die</u> ; (O)Marc Brandel; with Richard Basehart, Anne<br>Bancroft, Sebastian Cabot, Torin Thatcher, Lester Matthews,<br>Victoria Ward, Barbara Morrison, Ben Wright, Larry Gelbman,<br>Tita Purdom; Dir - John Brahm |
| FORD SHOW                                     | NBC 9:30pm | Rosemary Clooney                                                                                                                                                                                                                    |
| LUX VIDEO THEATRE<br>(Gordon MacRae)          | NBC 10pm   | <u>To Have and Have Not</u> ; (O)Ernest Hemingway; (A)Sanford Barnett;<br>with Edmond O'Brien, Beverly Garland, Frances Bergen, John<br>Qualen, Dan Seymour; Dir - James Yarbrough                                                  |

FRIDAY JANUARY 18  
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<u>Adventures of</u> <u>Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>The Southern Colonel</u> - (SW) Jerry Thomas & Jennings Cobb; with regulars & Joe Sawyer, Thurston Hall, Mildred von Hollen, Baynes Barron, William Tannen, Bud Osborne, William Griffith; (SD)
<u>Adventures of Jim</u> <u>Bowie</u> (Scott Forbes)	ABC 8pm	<u>Osceola</u> - (A)John Dunkel; with regulars & Abel Fernandez, Jori Wyler, Peter Hansen, Luis Cabello; (SD)
<u>West Point</u>	CBS 8pm	<u>Lost Cadet</u> ; with Peter Baldwin, James Best, Larry Thor, Wayne Heffley, Ted Otis, David Daniels, Don Kennedy, Meade Martin, Robert Sherwood, Kathleen O'Malley, Jack Starr; (SW&SD)
<u>Blondie</u>	NBC 8pm	with Pamela Britton, Arthur Lake, Harold Peary, Florenz Ames, Ann Barnes, Stuffy Singer, Lela Bliss, Lucien Little- field; (SW)John L. Green; (SD)Hal Yates
<u>Crossroads</u>	ABC 8:30pm	<u>The Patton Prayer</u> ; (O)Don Mullally; with Stephen McNally, Chick Chandler, James Flavin, Norman Leavitt; (SD)
<u>Dick Powell's Zane</u> <u>Grey Theatre</u>	CBS 8:30pm	<u>Time of Decision</u> - (O)Sidney Morse; with Lloyd Bridges, Diane Brewster, Walter Sande, Bill Erwin, Jean Howell, Trevor Bardette, Regis Toomey; Dir - Harold Schuster
<u>Life of Riley</u>	NBC 8:30pm	<u>Change in Command</u> ; with regulars & Emory Parnell, Benny Baker, Stafford Repp; (SW&SD)
<u>Mr. Adams &amp; Eve</u> (Ida Lupino, Howard Duff)	CBS 9pm	<u>They're Off and Running</u> ; with regulars & Dan Tobin, Frances Robinson; (SW&SD)
<u>On Trial</u>	NBC 9pm	<u>Libel in The Wax Museum</u> ; with John Baragrey, June Lockhart.
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	<u>The Tough Part</u> ; with regulars & Diana Decker, Robert Arden, Ryck Rydon, Gilbert Winfield; (SD)
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>Terror in the Streets</u> -(O) Robert Lowry; (A)Maurice Zimm; with Linda Darnell, Richard Long, Nestor Paiva, Paul Wexler, Ray Walker, Regina Gleason, Angela Greene, Joe Mell, James Canino, Paul Lambert, Anthony Lawrence; Dir- Robert Florey
<u>BIG STORY</u> (Ben Grauer)	NBC 9:30pm	<u>Ray Fulton; Reporter: Sharon</u> (Pa.) <u>Herald</u> - (A)Alvin Boretz; with Paul Stevens, Robert Lansing, Milton Selzer, David Shiner, David Clark, Ruth Newton
<u>The Lineup</u> (Tom Tully)	CBS 10pm	<u>Ellis Gardon Case</u> - (O)Fred Eggers; with regulars & Junius Matthews, Parley Baer, DeForrest Kelly, Charles DeLaney, Jon Sheppard, Isobel Wither, Charles Victor; (SD)





MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 14 - JANUARY 18

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|------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GOOD MORNING<br>(Will Rogers, Jr.) | CBS 7am     | 1/14 - Frank Fontaine appears daily; Toni Arden(S); 1/15<br>regulars; 1/16 - Lionel Hampton(M), Morgana King(S); 1/17 -<br>Lionel Hampton(M), Bill Hayes(S); 1/18 - Jerry Mulligan's<br>Quartet                                                                            |
| GARRY MOORE SHOW                   | CBS 10am    | 1/14 - 1/18: Durwood Kirby emcee for Moore; 1/18 - Martha<br>Davis & Spouse(S-C)                                                                                                                                                                                           |
| N B C MATINEE THEATRE              | NBC 3pm     | 1/14 - On The Trail of The Klingsfeld; (O)Philip Kalfus;<br>1/15 - <del>Here We Are</del> ; (O)Sol Saks; 1/16 - Arms And The Man;<br>(O)George Bernard Shaw; 1/17 - Home Is The Hunter; (O)Howard<br>Berk; 1/18 - <u>Madam Ada</u> ; (O)Aurand Harris;(A)Richard McCracken |
| MODERN ROMANCES<br>(Martha Scott)  | NBC 4:45pm  | A Matter of Vengeance; (O) Ben Radin; with Jeffrey Lynn, Luis<br>Van Rooten, Frances Helm, Henry Lascoe, John McGovern; (SD)                                                                                                                                               |
| TONIGHT                            | NBC 11:30pm | (Mon&Tue - Kovacs) ; 1/14 - Jim Moran, Jazz String Quartet(M);<br>1/15 - Ray Eberle(S); (Wed-Fri - Allen); 1/16 - Abby Minclom(S),<br>1/17 - Bill Neff(S); 1/18 - Eli Mintz(A), Edmond O'Brien(A)                                                                          |

SATURDAY JANUARY 19

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<u>The Buccaneers</u> (Robert Shaw)	CBS 7:30pm	<u>Blood Will Tell</u> ; with Wilfrid Downing, Peter Hammond, Brian Rawlinson, Willoughby Goddard; (SD)
PERRY COMO SHOW	NBC 8pm	with George Gobel(C), John Scott Trotter(M), Jeff Chandler(A), Mills Bros.(S)
<u>Oh! Susanna</u> (Gale Storm)	CBS 9pm	<u>Foreign Intrigue</u> ; with regulars & Jimmy Fairfax
SATURDAY COLOR CARNIVAL	NBC 9pm	with Jerry Lewis(C), Jan Murray(C), Judy Scott(S)
<u>Hey, Jeannie!</u> (Jeannie Carson)	CBS 9:30pm	with regulars & Lyle Talbot, John Eldredge, Frank Sully, Jonathan Hale; (SW&SD)
OZARK JUBILEE (Red Foley)	ABC 10pm	with Jimmie Davis(S)
<u>Gunsmoke</u> (James Arness)	CBS 10pm	with regulars & Dennis Weaver, Milburn Stone, Amanda Blake, Gage Clark, Steve Mitchell, Frank Richards, Peter Whitney, Angie Dickinson (SD)

SUNDAY JANUARY 20

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|                                         |            |                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Mama</u><br>(Peggy Wood)             | CBS 5pm    | <u>T R's Treasure Trove</u> ; with regulars & Michael Mann, Eugenia<br>Francis; (SW&SD)                                                                                                                                                                                                                 |
| <u>Telephone Time</u><br>(John Nesbitt) | CBS 6pm    | <u>Parents of a Stranger</u> ; (O)Donald S. Sanford; with Jean Howell,<br>Peter Cookson, Debra & Diane Wayne, Kathy Garver; Dir - Owen<br>Crump                                                                                                                                                         |
| <u>Private Secretary</u>                | CBS 7:30pm | <u>Susie the Saboteur</u> ; with regulars                                                                                                                                                                                                                                                               |
| <u>Circus Boy</u>                       | NBC 7:30pm | <u>The Remarkable Ricardo</u> ; (O)Charles N. Stewart; with regulars &<br>Richard Avonde, Ray Teal, Jack Daly; (SD)                                                                                                                                                                                     |
| ED SULLIVAN SHOW                        | CBS 8pm    | Fess Parker(S), Sonny James(S), Russell Arms(S), Jill Corey(S),<br>Ivory Joe Hunter(S), Ben Blue(C), Marion Marlowe(S), Mattiwilda<br>Dobbs(S), Dancing Szonys(D), The Three Merkeys(acro), Jay<br>Nemeth(ventril)                                                                                      |
| STEVE ALLEN SHOW                        | NBC 8pm    | Ingrid Bergman(filmed interview), George Jessel(C), Julie<br>London(S), The Modernaires(S)                                                                                                                                                                                                              |
| OMNIBUS                                 | ABC 9pm    | <u>Lee At Gettysburg</u> ; (O)Alvin Sapinsley; with James Daly, Bruce<br>Gordon, Dick Moore, William Smithers, James Pritchett, Addison<br>Powell, William Redfield, Jack Sydow, Ralph Stantley, Fred<br>Herrick, Frank Sutton, Mort Marshall; Dir - Delbert Mann;<br>Special Music - Waldimar Selinsky |

|                                                                                                             |      |      |
|-------------------------------------------------------------------------------------------------------------|------|------|
| 1. The first part of the report is devoted to a general description of the project and its objectives.      | 100  | 100  |
| 2. The second part of the report is devoted to a detailed description of the methodology used in the study. | 200  | 200  |
| 3. The third part of the report is devoted to a detailed description of the results of the study.           | 300  | 300  |
| 4. The fourth part of the report is devoted to a detailed description of the conclusions of the study.      | 400  | 400  |
| 5. The fifth part of the report is devoted to a detailed description of the recommendations of the study.   | 500  | 500  |
| 6. The sixth part of the report is devoted to a detailed description of the bibliography of the study.      | 600  | 600  |
| 7. The seventh part of the report is devoted to a detailed description of the appendixes of the study.      | 700  | 700  |
| 8. The eighth part of the report is devoted to a detailed description of the summary of the study.          | 800  | 800  |
| 9. The ninth part of the report is devoted to a detailed description of the index of the study.             | 900  | 900  |
| 10. The tenth part of the report is devoted to a detailed description of the list of figures of the study.  | 1000 | 1000 |



SUNDAY JANUARY 20(Cont'd)  
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<u>General Electric Theatre</u>	CBS 9pm	<u>Lady Of The House</u> ; (A)Jameson Brewer; with Myrna Loy
ALCOA HOUR	NBC 9pm	<u>Ride The Wild Mare</u> ; (O)Alfred D. Geto; with Lloyd Bridges, Betty Field, Edward Andrews, Brenda Robin, Kevin Coughlin, Steven Meninger; Dir - Alex Segal
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>My Brother Richard</u> ; (O)Jay Bennett; (A)Sarett Rudley; with Harry Townes, Royal Dano, Inger Stevens, Bobby Ellis; Dir - Herschel Daugherty
<u>Loretta Young Show</u>	NBC 10pm	<u>The New York Story</u> ; (O)Marian Thompson; with Miss Young, Billy Chapin, Frank Wilcox, Paul Picerni, Emlen Davies, Theresa Harris, Mabel Albertson, Mary Carroll, Jack Daly, Bobby Diamond, Judd Holdran, Barbara Thomas, Alphonse Martell; Dir - Robert Florey

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# ROSS REPORTS—TELEVISION INDEX

JANUARY 16, 1957

VOLUME 9 NUMBER 3 A

EDITOR: Jerry Leichter

PROGRAMS • ADVERTISERS • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

CBS will present Rodgers and Hammerstein's "Cinderella" on Sunday, March 31, 8-9:30pm EST under the sponsorship of Shulton, Inc. and the Pepsi-Cola Co. Julie Andrews will star in the title role. Richard Lewine will produce the live color show in New York. Lewine is currently working with Richard Rodgers (music) and Oscar Hammerstein II (book and lyrics) on the selection of the supporting cast. Rehearsals begin in mid-February.....Playhouse 90 has scheduled a future play that is unique in many respects. It will be one of its filmed programs, the first not among the group of eight that have been scheduled for production by Columbia Pictures-Screen Gems for the CBS hour-and-a-half weekly drama program. Helen Hayes will star in the film, along with Ralph Meeker, Katy Jurado and Janice Rule. Possibly the most unusual aspect of the project is that Bernard Gerard, author of the original script, will also produce and direct the film, with Robert Sparks as exec producer. The story, tentatively titled "Carbine Webb and the Four Sisters" (that's due for a change!), deals with four Roman Catholic nuns and the hardship they encounter on a journey from San Diego through the rugged terrain of hostile Indian country of the early Southwest to their mission of St. Xavier in Tucson.

Hubbell Robinson, Jr., CBS-TV exec v.p. in charge of network programs, said last week: "Our objectives for the 'new' Studio One are to produce fresh and vigorous dramas, dynamic in concept, unhackneyed in treatment, and -- to be 'daring' in our themes, but always we will attempt to produce real stories about real people." (This, presumably, is the aim of every drama program in television -- especially the live drama programs. The "new" ingredient in the "new" Studio One product is expected from the two new alternate producers, Gordon Duff and Herbert Brodtkin, and their work with new teams of writers and other creative personnel).

NBC's new Tonight! (watch that exclamation point, it's part of the new show title) will spotlight new and undiscovered professional talent as a weekly feature. The show is looking for singers, dancers, comedians and instrumentalists who have not previously been seen on network television. The special presentations will originate in New York, Chicago or Los Angeles. Tony Ford, who is talent coordinator for the new Tonight!, will audition talent in New York (Phone, CIRCLE 7-8300, Ext. 4409). Location producers, Don Meier in Chicago (Phone, SUPERIOR 7-8300), and Furth Ullman in Hollywood (Phone, HOLLYWOOD 9-6161), will be in charge of auditions in their respective cities.....The old Tonight show will bow out on Friday, Jan 25, with an on-stage farewell party with many big name guests attending. Walk-on personalities will also include many of the entertainers who were seen on the show in repeat spots in its two-and-a-half year network history of the Steve Allen version. The Ernie Kovacs' Monday-Tuesday section ends its run on Jan 22; it started on Oct 1, last year, when Allen's Sunday night show began demanding more of his time.





KTLA(LA) will celebrate the station's 10th anniversary with a two-hour live telecast, starting 9:30pm PST, Tuesday, Jan 22. The station transmitted its first commercial program on Jan 22, 1947.....KRCA-TV(LA), NBC's outlet, will celebrate its 8th anniversary on Jan 16 by beginning a color telecast schedule that will include 10 hours of local station programming each week, many of them filmed shows.....Just to prove it's spring somewhere this week, while most of the country is in the middle of a cold spell, KHJ-TV(LA), announced that it will debut its live Let's Play Golf series in Hollywood, sponsored by General Tires and service. Sportscaster Chick Hearn and actor-golf pro Joe Kirkwood, Jr., will headline.....KRCA-TV(LA), will bring its award-winning Faith of Our Children series back on Sun, Jan 20, but without Eleanor Powell, its former star. Instead, the new show will feature alternate stars, with Coleen Gray, Joan Vohs, Barbara Rush, Colleen Townsend and Dale Evans among those scheduled to appear so far.

One rule that seems to have been firmly established in television is that if a big name star becomes connected with a program on a regular basis, sooner or later the show will have to couple the star's name with the program title, if it wasn't done from the beginning, to take advantage of any audience pull inherent in a star's reputation. Latest program to succumb to this inexorable rule is On Trial, which will become The Joseph Cotten Show -- On Trial, effective Feb 1. Even if a program doesn't formally pick up the star's name, the publicity, promotion and conversational items about the program will highlight the star's name. It's a necessary part of the star system and is especially made necessary by the television log set-ups in many newspapers which do not list complete highlights, but use a short agate listing for every show. Most newspapers will start listing On Trial as Joseph Cotten Show in their logs and the audiences will go up in many cities.

Judy Garland and CBS may have had a disagreement over the delivery or non-delivery of a purported script for a show scheduled for Feb 25, now cancelled, but if a program plan had been approved, there still would have been the hurdles of director approval and producer approval (Miss Garland's husband Sid Luft would be exec producer), and then there would have been the question -- not mentioned in the recent disagreement -- of a live or film presentation. CBS would prefer a live program, Miss Garland may be adamant about doing it on film.....The success of the Dinah Shore and Bob Hope Shows for Chevrolet in replacing drama shows, the pattern of Climax! and Shower of Stars for Chrysler, and the attempt at the same sort of break for Lux Video Theatre this season, is being checked as a possible pattern for other regular drama shows. The reasoning is two-fold. If the pattern is for the same sponsor, it permits a shake-up in the viewing audience, as well as a time break for the production units involved. In view of the changing sponsor pattern, the variety show break gives a chance at some sponsors for an intermittent schedule while also giving relief to the regular sponsors who don't want to give away any of their identification with a particular program, but would like to stretch their advertising expenditures further, or be in a better position to absorb some of television's cost increases.

Telephone Time provided a change in current TV conversation by reporting a renewal for a second series of films, three months ahead of its April renewal date. The new agreement calls for 39 new films, with 13 repeats, for 52 weeks.....NBC's Saturday Spectacular sponsors will have the "Emmy" Award Nominations on the program on Feb 16, with the awards themselves set for March 16, both on Saturdays, 9-10:30pm EST. This year's Emmy Awards will be in 29 categories, a big drop from last year's 41.

PEOPLE GOING PLACES: Robert D. Levitt, elected president of California National Productions, Inc., NBC subsidiary. He has been v.p. and general mgr.....Adolph L. Seton upped to the new ABC post of manager, on-the-air promotion, part of the advertising and promotion dept.....Harold D. Cohen joins Ashley-Steiner, Inc., as agent and negotiator of talent contracts.....James E. Anderson named director of Midwest operations, Commercial Division, Hal Roach Studios, stationed in Chicago.





# ROSS REPORTS — TELEVISION INDEX

JANUARY 21-27, 1957

VOLUME 9

NUMBER 4

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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## —WEEKLY REPORT—

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (Jan 21)

ABC- 11am-3pm EST; SPECIAL - Presidential Inauguration - LIVE from WMAL-TV(Wash), to the net. § Public service, sustaining. § Pkgr & Prod- ABC News; Dir- Marshall Diskin. § Telecast of President Eisenhower's Second Inauguration, with its ceremony and the traditional parade down Pennsylvania Avenue. John Daly is head of the group of ABC newsmen who will describe the events.

ABC- 11pm-12midnight; SPECIAL - Inaugural Ball - LIVE from WMAL-TV(Wash), to the net. § Sustaining. § Pkgr & Prod- ABC News; Dir- Marshall Diskin. § Telecast of the first social function of the President's new term.

CBS- 11:30am-4pm EST; SPECIAL - Presidential Inauguration - LIVE from WTOP-TV (Wash), to the net. § Public service, sustaining. § Pkgr- CBS News & Public Affairs; Exec Prod- Paul Levitan; Dirs- Don Hewitt, Vince Walters. § Telecast of the Inauguration and the traditional parade. The administration of the Presidential Oath of Office, shortly after noon, will be re-telecast via tape recording between 1:15 and 1:30pm. Walter Cronkite will be anchor man for the group of CBS newsmen who will cover the events.

CBS- 11:15pm-12midnight; SPECIAL - Inaugural Balls - LIVE from WTOP-TV(Wash), 125 stations live. § Sponsor- The Maybelline Co (Eye Makeup) thru Gordon Best Co., Inc(Chi). § Pkgr- CBS News & Public Affairs; Exec Prod- Paul Levitan; Dirs- Don Hewitt, Vince Walters. § Walter Cronkite and other CBS newsmen report activities at the four Inaugural Balls at different sites in Washington.

NBC- 11am-3pm EST; SPECIAL - Presidential Inauguration - LIVE from WRC-TV(Wash), to the net. § Public service, sustaining. § Pkgr- NBC Public Affairs & News; Exec Prod- Julian Goodman; Prod- Bob Doyle; Assoc Prods- Ralph Peterson, Lou Hazam (also continuity writer); Dirs- Various. § Telecast of the Inauguration ceremonies and the Pennsylvania Avenue parade. NBC will re-telecast the Inaugural Oath, via tape recording, between 1 and 1:15pm. David Brinkley will be anchor man for the group of NBC newsmen covering the various vantage points.

NBC- 11:30pm-12midnight; SPECIAL - Inaugural Balls - LIVE from WRC-TV(Wash), to the net. § Sustaining. § Pkgr- NBC Public Affairs & News; Production staff is the same as listed for the earlier Inauguration ceremonies. § NBC will cover the four Inaugural Balls, being held simultaneously at the National Guard Armory, the Statler Hotel, the Mayflower Hotel and the Sheraton Park Hotel. David Brinkley and other NBC newsmen will report the activities.





THIS WEEK(Cont'd)

Sunday(Jan 27)

NBC- 3-4pm EST; SPECIAL - Drew Pearson Reports on The Holy Land - FILM from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- Orb Films(Israel); Prod & Dir- Baruch Dienar. § News commentator Drew Pearson, who visited Israel when the Suez Canal crisis developed, explores the questions of war and peace and other problems pertinent to Israel's position. The film record includes interviews with leaders of the various religious communities as well as with people in various trades and professions. The program replaces Outlook, 3-3:30pm, and Zoo Parade, 3:30-4pm, this week only.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Ted Mack and the Original Amateur Hour (Sun, 7:30-8:30pm EST) Program remains in the Miami area an additional week, for another hour-and-a-half telecast, on Jan 20, in addition to those presented Jan 6 and 13. (See page 4). The last half-hour of all three special programs have been sustaining.

This is Galen Drake (Sat, 7-7:30pm EST) Add Douglas McCrea as staff writer. Also add singers Stuart Foster and Rita Ellis and musical director Bernie Leighton as featured performers backing Galen Drake. (See page 4).

CBS- The Last Word (Sun, 2:30-3pm EST) John Mason Brown is permanent panelist, with two guests on panel each week joining host Bergen Evans. (See page 4).

Twentieth Century-Fox Hour (Alt Wed, 10-11pm EST) Robert Sterling and his background portion of the program, in which he interviewed guests, have been dropped from the format, effective Jan 23.

NBC- Ray Bolger's Washington Square (Alt Sun, 4-5pm EST) New title, effective Jan 27. Program was formerly Washington Square.

You Bet Your Life (Thu, 8-8:30pm EST) Toni Co (Prom) thru North Advertising, Inc(Chi) became alternate week sponsor, effective Jan 10. Regular sponsor, De Soto-Plymouth Dealers of America, continues as alternate week sponsor.

Truth or Consequences (Mon thru Fri, 11:30am-12noon EST) Add production staff: Exec Prod- Ralph Edwards; Prod- Ed Bailey; Asst Prod & Anncr- Charles Lyon; Dir- Bob Lehman; Idea Men- Bill Burch, Cal Howard, Jack Houston. (See page 1).

Today (Mon thru Fri, 7-9am, all time zones) Drop Jack Iescoulie as a member of the featured cast, effective Jan 21. (WRCA-TV(NY) will carry the Today program for three hours, 7-10am, Mon thru Fri, effective Jan 21, adding the third hour heretofore seen only in the Midwest and Far West time zones).

MAJOR LOCAL DEBUTS & HIGHLIGHTS

KNXT(Ch 2) - Fabulous Las Vegas; DEBUT Jan 5; first Sat of each month, 11pm-12mid-  
Los Angeles night PST. Sponsor- P. Lorillard Co (Old Gold Cigarettes) thru Lennen & Newell, Inc(NY). Pkgr- Winslo Productions; Exec Prod- Don Hine(prgm director, KNXT); Prod- Stan Irwin(Winslo); Dir- Dan Gingold(KNXT); Music Dir- Antonio Morelli; Choreog- George Moro. Musical-variety program, originating at the Conga Room, Sahara Hotel, in Las Vegas, with Joe Graydon as m.c. Top names playing various Las Vegas entertainment spots are highlighted on the show, with an orchestra directed by Antonio Morelli backing the acts. The program is seen, via remote, only over KNXT.



1. The first part of the document is a letter from the President of the United States to the Congress, dated January 3, 1862. It is a very long letter, and it contains a great deal of information about the state of the country at that time. It is a very important document, and it is one of the most interesting documents in the collection.



# TALENT SHOWSHEET JANUARY 18 - JANUARY 27

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Most of the shows on January 18, 19, 20 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, January 25. Script identifications used are; (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology), usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

## SATURDAY JANUARY 19

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JACKIE GLEASON SHOW CBS 8pm	Add: Johnnie Cash(S)
SATURDAY COLOR NBC 9pm	Add: Woody Herman(M), Georgine Darcy(S)
CARNIVAL	
ERNIE KOVACS SHOW NBC 10pm	Mary Mayo(S)

## SUNDAY JANUARY 20

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|                               |                                                                                                                                                                                                                                                             |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY CBS 10am         | The Grace of God; (O)Howard Rodman; with Russell Hardy, Wodrow Parfrey, Noah Keen, Joe Tarpaso, Jacqueline Paige; Dir - James MacAllen                                                                                                                      |
| FEET(Dr. Lyman Bryson)        |                                                                                                                                                                                                                                                             |
| LOOK UP & CBS 10:30am         | Folk Music; with Jean Ritchie(S-M), Jared Reed(S-M)                                                                                                                                                                                                         |
| LIVE                          |                                                                                                                                                                                                                                                             |
| FRONTIERS OF NBC 1:30pm       | Bird of Sorrow; (O)Msgr. John Romaniello; with Boris Atton, John Lee, Miriam Colon, Lawrence Lee, Harry Shaw Lowe, Roy Monsell, Peter Chan, Mara Kim, Tura Nakamura, Wiley Hancock, Larry Kim, Teru Masumoto, Tefa Lee, Tikya Yoshiwara; Dir - Martin Hoade |
| FAITH                         |                                                                                                                                                                                                                                                             |
| Captain Gallant of NBC 5:30pm | Water; with regulars                                                                                                                                                                                                                                        |
| The Foreign Legion            |                                                                                                                                                                                                                                                             |
| 77th Bengal Lancers NBC 7pm   | The Silent Trumpet; (O)Douglas Heyes; with regulars & Patrick Whyte, Richard Striker, Ralph Moody, Frank Lackteen; (SD)                                                                                                                                     |

## MONDAY JANUARY 21

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Danny Thomas Show ABC 8pm	Girl From Iowa; with regulars & Kathy Nolan, Sheldon Leonard; (SW&SD)
VOICE OF FIRESTONE ABC 8:30pm	Richard Tucker
TALENT SCOUTS CBS 8:30pm	Margo McKinnon(S), Patsy Cline(S-M), Jerry Antes(S)
I Love Lucy CBS 9pm	A Case of Puppy Love; with regulars & John Emery; (SW&SD)
TOP TUNES & NEW ABC 9:30pm	Maurice Pearson(S), Steve Kopy(M) (Filmed)
TALENT(Lawrence Welk)	
December Bride CBS 9:30pm	Homecoming Show; with regulars & Elvia Allman, Almira Sessions, Madge Blake, Connie Van, Marjorie Bennett; (SW&SD)
(Spring Byington)	
ROBERT MONTGOMERY NBC 9:30pm	Crisis at Sand Cave; (O)William Burke Miller; (A)Burton Benjamin; with Ray Boyle, John Dorman, Joseph Boland, Leo Penn, David DeHaven, Jack Grimes, Wayne Howell, Frank Behrens, Allen Stevenson, Ford Rainey, Edwin Cooper, William A. Lee, John Gibson, Peter Hughes, Carl Frank; Dir - Perry Lafferty
STUDIO ONE CBS 10pm	The Five Dollar Bill; (O)Tad Mosel; with Hume Cronyn, Jessica Tandy, Burt Brinckerhoff, Abigail Kellogg; Dir - Robert Mulligan

UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF PLANT INDUSTRY

REPORT OF THE COMMISSIONER OF PLANT INDUSTRY  
FOR THE YEAR 1904

WASHINGTON: GOVERNMENT PRINTING OFFICE: 1905

CONTENTS

Introduction	1
General Statistics	10
Production of Plant Products	15
Consumption of Plant Products	20
Export and Import of Plant Products	25
Summary	30

CHAPTER I. GENERAL STATISTICS

1. AGRICULTURE. The total area of land under cultivation in the United States in 1904 was 1,020,000,000 acres, an increase of 10,000,000 acres over the area in 1903. The total value of the agricultural products of the United States in 1904 was \$1,000,000,000, an increase of \$100,000,000 over the value in 1903.

2. FORESTRY. The total area of forest land in the United States in 1904 was 1,000,000,000 acres, an increase of 10,000,000 acres over the area in 1903. The total value of the forest products of the United States in 1904 was \$100,000,000, an increase of \$10,000,000 over the value in 1903.

3. HORTICULTURE. The total area of land under cultivation in the United States in 1904 was 1,020,000,000 acres, an increase of 10,000,000 acres over the area in 1903. The total value of the horticultural products of the United States in 1904 was \$100,000,000, an increase of \$10,000,000 over the value in 1903.

4. FISHERIES. The total catch of fish and shellfish in the United States in 1904 was 1,000,000,000 pounds, an increase of 10,000,000 pounds over the catch in 1903. The total value of the fish and shellfish products of the United States in 1904 was \$100,000,000, an increase of \$10,000,000 over the value in 1903.

5. MINING. The total production of minerals in the United States in 1904 was 1,000,000,000 pounds, an increase of 10,000,000 pounds over the production in 1903. The total value of the mineral products of the United States in 1904 was \$100,000,000, an increase of \$10,000,000 over the value in 1903.

6. MANUFACTURING. The total production of manufactured goods in the United States in 1904 was 1,000,000,000 pounds, an increase of 10,000,000 pounds over the production in 1903. The total value of the manufactured goods of the United States in 1904 was \$100,000,000, an increase of \$10,000,000 over the value in 1903.



**THE UNIVERSITY OF CHICAGO**

<u>Conflict</u>	ABC 7:30pm	<u>Blind Drop:Warsaw</u> ; (O)Richard Grey; with Keith Andes, Bella Darvi, Raymond Baily, Otto Waldis, Gregory Gay; Dir - John Rich
JONATHAN WINTERS	NBC 7:30pm	Jaye P. Morgan
<u>Phil Silvers Show</u>	CBS 8pm	<u>Sergeant Bilko Presents Bing Crosby</u> ; with regulars & Bing Crosby, Everett Crosby; (SW&SD)
<u>Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>Witness for the Defense</u> ; with regulars & Denver Pyle, Vic Rauter, Bill Henry, Damian O'Flynn; (SW&SD)
<u>The Brothers</u>	CBS 8:30pm	with regulars
<u>Noah's Ark</u>	NBC 8:30pm	<u>Psychopathic Seal</u> ; with regulars & Robert Patten; (SW&SD)
<u>Broken Arrow</u>	ABC 9pm	<u>The Trial</u> ; with regulars & Damian O'Flynn, Don Beddoe, Arthur Space, Lyle Talbot, Gil Rankin, Robert G. Anderson, Phil Van Zandt, Leonard Nimoy, Hal K. Dawson, Tamar Cooper; (SW&SD)
<u>Jane Wyman Show</u>	NBC 9pm	<u>The Golden Door</u> ; (O)Jameson Brewer; with Miss Wyman, Benny Rubin, Preston Hanson; (SD)
<u>DuPont Theatre</u>	ABC 9:30pm	<u>Dowry for Ilona</u> ; (O)Al Martin; (A)Laszlo Gorog; with Dan Barton, Caroline Craig, Oscar Homolka, Steven Geray; Dir - Lazlo Benedek
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	<u>Freedom Fighters of Hungary</u> ; (A)Art Wallace; with Gerald Serracini, Eva Soreny, Bert Freed, Jon Cypher, Sally Kemp, Michael Gorrin, Raymond Duke, George Ebeling, Bill Daniles; Dir - William Corrigan
IT'S POLKA TIME	ABC 10pm	The Branko Radicevich Serbian Folk Dancers

## WEDNESDAY JANUARY 23

<u>Hiram Holliday</u> (Wally Cox)	NBC 8pm	with regulars & Caren Lenay
<u>Navy Log</u>	ABC 8:30pm	<u>Thach Weaves a Trap</u> ; with Wright King (SW&SD)
<u>Father Knows Best</u> (Robert Young)	NBC 8:30pm	<u>The Lawn Party</u> ; with regulars & Fred E. Sherman, Paula Winslowe; (SW&SD)
<u>Ozzie &amp; Harriet</u>	ABC 9pm	<u>The Borrowed Tuxedo</u> ; with regulars & Frank Cady, Parley Baer, Jan Arvan, Jack Wagner; (SW&SD)
<u>Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Anton Bohrman</u> ; with Charles Korvin, Kristine Miller, Morris Aukran, John Maxwell, Dick Tretter, Jack Raine, Kirby Smith, Michael Hinn, Martin Garralaga, Jose Sanchez; (SD)
KRAFT THEATRE	NBC 9pm	<u>Most Blessed Woman</u> ; (O)Wendell Mayes; with Betsy Von Furstenberg, Albert Salmi, Paul Hartman, Jane Rose, John McGiber, Crahan Denton, William F. Haddock, Cameron Andrews;
<u>Ford Theatre</u>	ABC 9:30pm	<u>The Penlands and the Poodle</u> ; (O)Karen De Wolf; with Larry Parks, Betty Garrett, Douglas Evans, Parley Baer; Dir - William Asher
<u>20th Century-Fox Hour</u>	CBS 10pm	<u>False Witness</u> ; (A) Ben Feiner, Jr.; with Fred MacMurray, Joe Mantell, Lisa Golm, Natalie Norwick, Robert H. Harris, Ian MacDonald, Arthur Farlee, Claude Akins, Dennis McCarthy, Barry Macollum, Mack Williams, Morris Ankrum, Gage Clarke, Grant Richards, Paul Birch, Jean Carson; Dir - Barney Girard

## THURSDAY JANUARY 24

Sgt. Preston CBS 7:30pm with regulars & Wayne Mallory, Edward Dearing  
(Richard Simmons)





THURSDAY JANUARY 24(Cont'd)  
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|                                               |            |                                                                                                                                                                                       |
|-----------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CIRCUS TIME                                   | ABC 8pm    | Doris Hawkins(S), Al Kelly(C), The Goofers(M-S), La Norma(Trap), Hubert Castle(comic-wire), Mata & Hari(D)                                                                            |
| <u>Bob Cummings Show</u>                      | CBS 8pm    | <u>The Models Revolt</u> ; with regulars & Joi Lansing, Lita Milan, Lisa Gaye; (SW&SD)                                                                                                |
| CLIMAX<br>(Bill Lundigan)                     | CBS 8:30pm | <u>Circle of Destruction</u> ; (O)James P. Cavanagh; with Dale Robertson, Beulah Bondi, Skip Homeier, Joe Mantell, Karen Steele, Kathleen Crowley; Dir - Jack Smight                  |
| <u>Wire Service</u><br>(George Brent)         | ABC 9pm    | <u>Flowers for the General</u> ; (O)Laszlo Gorog; with Mr. Brent, Angelica Ortiz Hartman, Julio Villarreal, Reinaldo Rivera, Pedro Galvan; Dir - Alvin Ganzer                         |
| <u>The People's Choice</u><br>(Jackie Cooper) | NBC 9pm    | <u>Sock's Honeymoon Plans Go Awry</u> ; with regulars & John Doucette, Richard Wessel, Joseph Turkel, William Erwin, Robert Forrest; (SW&SD)                                          |
| PLAYHOUSE 90                                  | CBS 9:30pm | <u>The Star-Wagon</u> ; (O)Maxwell Anderson; (A)James Cavanagh; with Diana Lynn, Eddie Bracken, Margaret Hayes, William Bishop, Billie Burke, Jackie Coogan; Dir - Vincent J. Donehue |
| FORD SHOW                                     | NBC 9:30pm | Ben Alexander(A)                                                                                                                                                                      |
| AIR TIME '57                                  | ABC 10pm   | Pat Kirby(S)                                                                                                                                                                          |
| LUX VIDEO THEATRE<br>(Gordon MacRae)          | NBC 10pm   | <u>Vice Squad</u> ; (A)Paul Franklin; with Pat O'Brien, Gloria Jean                                                                                                                   |

FRIDAY JANUARY 25  
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<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>The Warrior's Promise</u> ; (SW)Arthur Fitzrichards; with regulars & William Forrest, Monte Blue, Ward Wood, Dehl Berti, Hal Hooper; (SD)
<u>West Point</u>	CBS 8pm	<u>The Wrong Fight</u> ; with Patrick Waltz, William Traylor, Patricia Hardy, Dick Sargent, Ray Weaver; (SW&SD)
<u>Blondie</u>	NBC 8pm	with regulars; (SW&SD)
<u>Crossroads</u>	ABC 8:30pm	<u>The God of Kandikur</u> ; (O)Tom Reed; with Brain Donlevy, Eve Miller, Robert Cabal, Maurice Jara, Nyra Monsour, Robert Cornthwaite, Norma Calderon; (SD)
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>Until The Man Dies</u> ; (O)Harold Shumate & Aaron Spelling; with John Payne, Stuart Whitman, James Seay, Steve Darrell, Dick Rich, Stuart Randall, Gregg Barton, Richard Newton; Dir - John English
<u>Life of Riley</u>	NBC 8:30pm	<u>Strolling Through The Park</u> ; with regulars & James McCallion, Jean Stephens, Mike Mason, Charlotte Askins; (SW&SD)
<u>Mr. Adams &amp; Eve</u> (Ida Lupino, Howard Duff)	CBS 9pm	<u>The Teenage Daughter</u> ; with regulars & Alan Reed, Bill Schallert, Stu Whitman, Dabbs Greer, Sue George, Grant Davis, Ralph Brooks; (SW&SD)
CHEVY SHOW	NBC 9pm	Bob Hope(C), Eddie Fisher(S), Harry James(M), Rowan & Martin(C), Betty Grable(A)
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	<u>The Root of Evil</u> ; with regulars & Diana Decker, Jean Aubrey, John Longden, Hal Lomond, Tony Quinn, Charles Lamb; (SD)
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>The Enchanted</u> ; (O)Martin Berkeley; with Anna Maria Alberghetti, John Ericson, Kurt Kasznar, Judson Pratt, Paul Brinegar; Dir - John Brahm
<u>The Lineup</u> (Tom Tully)	CBS 10pm	<u>The Missing Limousine Case</u> ; (O)William Spier; with regulars & Tom London, Peter Leeds, Claire James, Joet Robinson, Nora Marlowe, Clarence Straight, Joel Smith; (SD)

1. The purpose of this document is to provide a comprehensive overview of the current status of the project and to identify the key areas for improvement.

2. The project has been initiated in order to address the growing need for a more efficient and effective system of data management.

3. The project is currently in the planning stage, and it is expected that the first phase of implementation will be completed by the end of the year.

4. The project is being managed by a dedicated team of professionals who are committed to ensuring the highest quality of work.

5. The project is being funded by the government, and it is expected that the results will be used to inform future policy decisions.

6. The project is being implemented in a phased manner, and it is expected that the first phase will be completed by the end of the year.

7. The project is being managed by a dedicated team of professionals who are committed to ensuring the highest quality of work.

8. The project is being funded by the government, and it is expected that the results will be used to inform future policy decisions.

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10. The project is being managed by a dedicated team of professionals who are committed to ensuring the highest quality of work.



MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 21 - JANUARY 25  
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GOOD MORNING (Will Rogers, Jr.)	CBS 7am	1/21 - (from N.Y. & Wash.) George Murphy(A), Andy Williams(S); 1/22 - Jackie Paris(S), Archy Robbins(C); 1/23 - Mae Burns (C), Joe Castro & Trio(M); 1/24 - Charlotte Rae(C); 1/25 Earl Wrightson(S), The Muppets & puppets
GARRY MOORE SHOW	CBS 10am	1/23 - The Versatones(M); 1/25 - Marlowe Twins(M), Betty Walker(C), Martha Davis and Spouse(S-C)
NBC MATINEE THEATRE	NBC 3pm	1/21 - <u>The Outing</u> ; (O)Arnold Rubin; 1/22 - <u>Night Train To Chicago</u> ; (O)Franklin Barton; 1/23 - <u>This Language Called Love</u> ; (O)Hila Coleman; (A)Barbara Davidson; 1/24 - <u>The Thirteenth Crypt</u> ; (O)Anthony Spinner; 1/25 - <u>Mr. Pim Passes By</u> ; (O)A.A. Milne; (A)Warner Law
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>Confession</u> ; (O)William Kendall Clarke; with House Jameson, Larry Weber, Sallie Brophy, Edmon Ryan, Kathrane Meskeil; (SD)
TONIGHT	NBC 11:30pm	(Mon&Tues - Kovacs); 1/21 & 1/22 - no information at press time; (Wed-Fri - Allen); 1/23 - Don Elliot & Jazz Group(M), Gabe Dell(C); 1/24 - Tony Randall(A); 1/25 - George Gobel(C), Buddy Hackett(C), Gene Krupa(M), Ray McKinley(M), Tina Louise (S), Irwin Corey(C), Pat Marshall(S), Micki Marlo(S), Sol Yagid (M), Jayne & Audrey Meadows; LAST SHOW

SATURDAY JANUARY 26  
~~\*\*\*\*\*~~

<u>The Buccaneers</u> (Robert Shaw)	CBS 7:30pm	<u>Ghost Ship</u> ; with regulars & Paul Hansard, Colin Douglas, Alfred Burke, Eddie Malin, Edwin Richfield, Wilfred Downing, Rupert Evans, Brian Rawlinson; (SD)
PERRY COMO SHOW	NBC 8pm	Helen Traubel(S), Edith Adams(S), Peter Palmer(S), Joey Bishop(C)
<u>Oh! Susanna</u> (Gale Storm)	CBS 9pm	<u>A Goodbye Kiss</u> ; with regulars
<u>Hey, Jeannie!</u> (Jeannie Carson)	CBS 9:30pm	with regulars & Jonathan Hale, Ruth Lee, Jess Kirkpatrick, Ralph Manza; (SW&SD)
<u>Gunsmoke</u> (James Arness)	CBS 10pm	with regulars & Robert H. Harris, Frank DeKova, Julie Van Zandt, Paul Lambert; (SD)
GEORGE GOBEL SHOW	NBC 10pm	Evelyn Rudie(A)

SUNDAY JANUARY 27  
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WASHINGTON SQUARE (Ray Bolger)	NBC 4pm	with regulars & Gertrude Berg(A), Stubby Kaye(C), Lionel Hampton(M), Richard Torigi(S)
<u>Mama</u> (Peggy Wood)	CBS 5pm	<u>Army Wife</u> ; with regulars & Tom Middleton, Allan Stevenson
<u>Telephone Time</u> (John Nesbitt)	CBS 6pm	<u>The Consort</u> ; (O)David Evans; with Judi Boutin, Robert Vaughn; Dir - Owen Crump
<u>77th Bengal Lancers</u> (Phil Carey)	NBC 7pm	<u>Cecil of Kabul</u> ; (O)Samuel Newman; with regulars & Lou Krug- man, Michael Carr; (SD)
JACK BENNY SHOW	CBS 7:30pm	with regulars; (SW&SD)
<u>Circus Boy</u>	NBC 7:30pm	<u>Big Top Angel</u> ; (O)Lee Erwin; with regulars & Manning Ross, Hal Taggart; (SD)
ED SULLIVAN SHOW	CBS 8pm	Louis Armstrong(M), Ella Fitzgerald(S), Dorothy Kirsten(S), West Point Glee Club(S), Senor Wences(ventril), The Dancing Szonys(D)
STEVE ALLEN SHOW	NBC 8pm	Pearl Bailey(S), Lilli Palmer(A), Steve Lawrence(S), Don Adams(C), The Collins Kids(S-M)





SUNDAY JANUARY 27(Cont'd)  
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|                                  |            |                                                                                                                                                                                                |
|----------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OMNIBUS                          | ABC 9pm    | <u>The Big Wheel</u> ; (O)S.J. Perelman; with Bert Lahr                                                                                                                                        |
| <u>General Electric Theater</u>  | CBS 9pm    | <u>Doctors of Pawnee Kill</u> ; with Lee Marvin, Kevin McCarthy                                                                                                                                |
| GOODYEAR PLAYHOUSE               | NBC 9pm    | <u>Nobody's Town</u> ; (O)Harold Swanton; with Jason Robards, George Maharis, Russell Collins, Rudy Bond, John Shellie, Paul Lipson                                                            |
| <u>Alfred Hitchcock Presents</u> | CBS 9:30pm | <u>The Manacled</u> ; (O)Sanford Wolf; (A)Stirling Silliphant; with William Redfield, Gary Merrill, Rusty Lane, Betty Hartford, Edith Evanson, Gary Huntley, Kay Stewart; Dir - Robert Stevens |
| <u>Loretta Young Show</u>        | NBC 10pm   | <u>Miss Ashley's Demon</u> ; (O)Richard Morris; with Miss Young, Richard Garland, Vaughn Taylor, Ruby Goodwin, Sheila James                                                                    |





# ROSS REPORTS — TELEVISION INDEX

JANUARY 23, 1957

22

VOLUME 9 NUMBER 4 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Howard Lindsay and Dorothy Stickney will play the King and Queen in Rodgers and Hammerstein's "Cinderella" over CBS on March 31. The husband and wife acting team will make their musical debut on the special TV show. Ralph Nelson, currently a Playhouse 90 director, will fly to New York during the first week in February, to prepare for his work as director of the R&H musical. He'll return to his Playhouse 90 post in April.....CBS will present the second Frank Capra-produced film in AT&T's Science Series for the Bell System on Wednesday, March 20, 9-10pm EST. Called "Hemo the Magnificent," the color film explores blood and its mysteries of circulation and elements. Actor Richard Carlson and scholar Dr. Frank Baxter are featured in the film.....The Feb 4 Producers' Showcase presentation of "Mayerling" will have 40 performers in speaking parts, of the total of 150 performers in the cast. The NBC press release listing some of the performers who will be in the cast, snobbishly explains it all this way: "Performers who have often been featured on TV in lead roles will play comparatively minor parts for the privilege of working with so outstanding a creative talent as Anatole Litvak, who will produce, stage and direct the poignant love story."

Warner Bros. will begin production of "The Jazz Age" on Jan 24 in Hollywood, the film biography of Helen Morgan, the late blues singer. Last night CBS announced that it has acquired the rights to present the life of Helen Morgan on Playhouse 90 during the current season. Mrs. Lulu Morgan, mother of the late Broadway star, sold the TV rights. Although the writer of the TV play is not set, production has been tentatively scheduled for April.....Burlesque, re-created in the guise of its heyday of comedy and music of 40 years ago, comes to TV next Sunday, when Bert Lahr performs and narrates in "The Big Wheel" on Omnibus, with an original script by S. J. Perelman. The program will present the classic routines and acts of pre-World War 1 burlesque, long before the strippers and blue routines ruined the medium.

The Screen Actors Guild board has approved the agreement with several Roland Reed companies whereby actors will be paid more than \$100,000 in overdue residual payments on four TV film series. The action also affirmed that all Roland Reed companies have been removed from the Guild's "unfair" list. The four series are My Little Margie, The Stu Erwin Show, Space Ranger, and Waterfront. Other companies involved in the original production of the first two series named had already made separate arrangements to pay for their share of the residuals owed.....Guild Films resumed production of four episodes in the Captain David Grief in Hollywood this week, with filming at Goldwyn Studios. Location shooting for the South Seas stories will be done off the coast of California, instead of Hawaii as in the earlier episodes. Stuart Heisler continues as director.....Beat the Clock moves to Friday, 7:30-8pm EST over CBS, replacing My Friend Flicka, effective Feb 8, but CBS has renewed its contract with TCF TV Productions for future production and re-run rights for Flicka.

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Walt Disney Productions' new contract with ABC for the 1957-58 season involves over \$9,000,000 for 130 hours of programming for three film series. Disneyland will again have 26 hours of new programming, with repeats and re-runs of previous films accounting for the 52 weeks of the year. Mickey Mouse Club will start its third season on ABC in October by cutting back to a half-hour Monday-thru-Friday series. Disney will produce 65 hours of new material, with the remaining 65 hours required for the year coming from re-runs. The new series coming from Disney will be Zorro, 39 half-hour films about the character created by Johnston McCulley in his novels written in the 20's. (The most famous was the first, "The Mark of Zorro," also done twice as a motion picture). William Tunberg is writing the TV scripts for the series which will be ready for airing as an evening series in October.

Academy of Television Arts and Sciences has sanctioned efforts to create a new television writers' workshop. Mort Abrahams, exec producer of NBC's Producers' Showcase, who volunteered his services to help organize the unit, has announced that there will be a meeting in February of producers, writers and agents, under the auspices of the Academy, aimed at exploring means to reach tentative workshop goals. Abrahams reports that among top TV names who have promised to help organize the workshop are: Paddy Chayefsky, Nat Hiken, Marlo Lewis, Max Liebman, Tony Miner, Reginald Rose, Rod Serling, Leo Davis and Joe Schrank..... On another front, the Academy has already been assured of the attendance of most of TV's top names at the "Emmy Award" nominations, to be telecast by NBC on Feb 16.

All 25 of the nation's non-commercial educational television stations will carry the five series of programs to be produced by NBC as part of its Educational Television Project. The programs will be transmitted live from New York over NBC's regular network facilities, Monday thru Friday, 6:30-7pm EST, starting tentatively on March 11. Edward Stanley, NBC manager of public service programs, heads the project, with David Lowe as over-all producer of the programs. The five programs will cover the fields of mathematics, music, government, literature, and world geography and economics. Lowe will also produce the mathematics programs, which will have noted author James R. Newman as conductor.

On Jan 22, 1947, at 8:30pm PST, KTLA(LA) presented from a converted garage, the first commercial program in the West, sponsored by Tupman Motor Cars. Star of the program was Bob Hope, with guests Cecil B. DeMille (who predicted that Hollywood would one day become the TV capital of the world), Dorothy Lamour, Jerry Colonna, William Bendix, Peter Lind Hayes, William Demarest, Ann Rutherford and others. The sponsor got three commercials, with Bob Hope and William Bendix handling a comic intro to the first one.

PEOPLE GOING PLACES: Lee Polk joined WCBS-TV(NY) as a staff director, with his first assignment to Eye On New York.....George William "Willie" Thall has resigned from the talent staff of WLW-T(Cinn) to join another TV and radio organization..... Cal Tinney named director of the new News Dept of WNBK-TV(Binghamton).

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